



The Value of Writing

presented by Larissa Whitaker



Nice to meet you!





MAY 2019

Graduated from **University of Saint Francis**
Communication - Public Relations, B.A.
2D Studio Art minor

SUMMER & FALL 2019

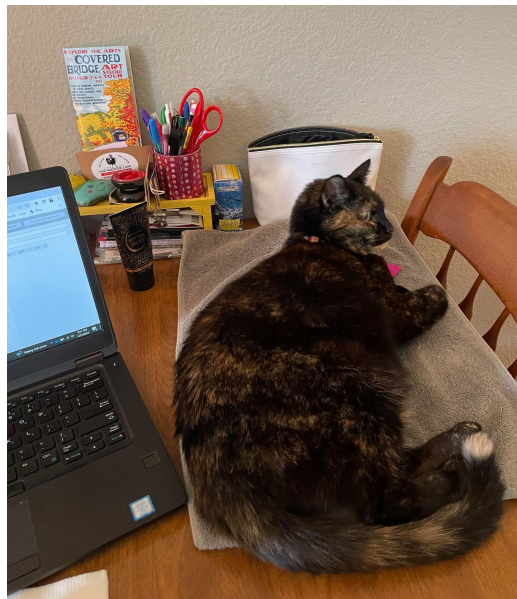
Communication & Design Intern at **Greater Fort Wayne, Inc.**
Admissions Counselor at **Indiana Tech**
Volunteer at **CreativeMornings**

JANUARY 2022

Podcast Co-Host with ***Storytelling Breakdown***
Senior Admissions Counselor at **Indiana Tech**

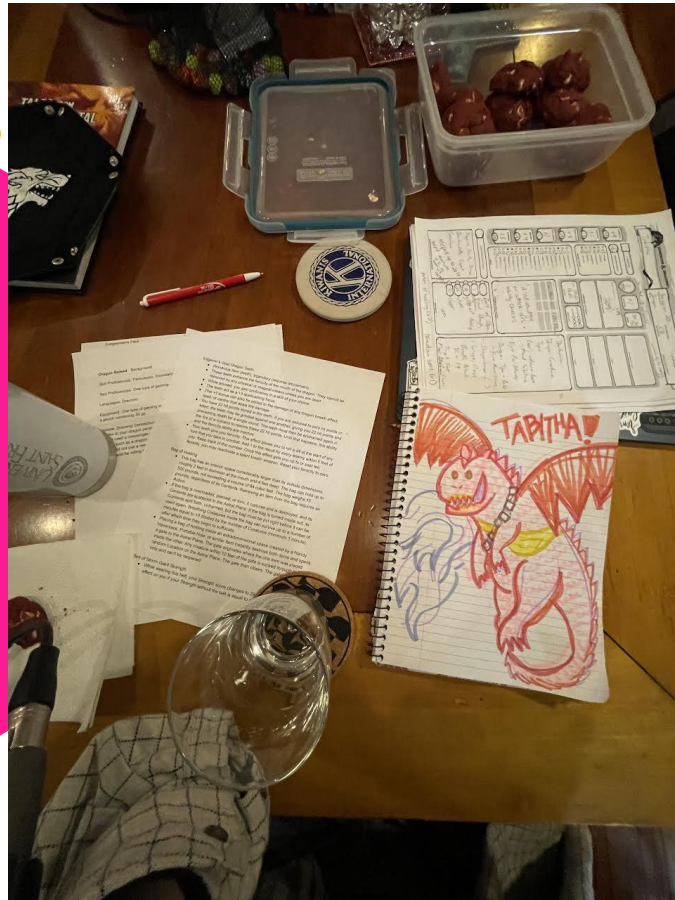


plants.
painting.
pets.
podcasts.





STORYTELLING BREAKDOWN





I love to write.



Writing offers countless gifts.

Better relationships

Writing teaches you how to listen and how to communicate with care.

Clearer thinking

Good writing requires reflection.

More opportunities

From daily email responses to big presentations, writing matters.



When do you write, Larissa?

manage

47+

campaigns

review

210+

mass emails

oversee

22+

print materials

DAY - Underscore

- [App Gen](#)
- [App Submission](#)
- [Events](#)
- [Junior Search](#)
- [Parent](#)
- [Responsives](#)
- [School Counselor](#)
- [Senior Search](#)
- [Slate Print](#)
- [Sophomore Search](#)
- [Yield](#)

DAY Comm Plan

- [Admissions Mailings](#)
- [BackEnd Emails](#)
- [Early Start Placement](#)
- [Honors Emails](#)
- [Melt Mailings](#)
- [Placement Emails](#)
- [Presidential Emails](#)
- [Travel](#)

Message
Sender: "{{Staff-Assigned-Name}}" <{{Staff-Assigned-Email}}>
Recipient: {{Email}}, {{IT-Student-Email}}
CC: {{Legal-Guardian-Email-Address}}, {{Parent-1-Email-Address}}, {{Parent-2-Email-Address}}
Subject: IMPORTANT: Your Indiana Tech student account
Preheader: IMPORTANT: Your Indiana Tech student account
In order to access the housing app and some Business Office documents, you need to log into your My

Hi {{Preferred}},

I hope your day is off to a great start! Quick reminder: in order to access the housing app and some Business Office documents, you need to log into your My Indiana Tech student email account.

Please check your {{Email}} inbox for an email with the subject line "Welcome to Indiana Tech." This email contains information about your My Indiana Tech student account, please let me know. You will receive

- Spring Freshman Applicant Communication Plan
- Spring Freshman Deposit Communication Plan
- TAC Accept Counselor Communication Population
- TAC Applicant Counselor Communication Population
- TAC Application w_out Submission Communication Population
- TAC Deposit Counselor Communication Population
- TAC Inquiry_Prospect Counselor Communication Population
- TEA Accept Counselor Communication Population
- TEA Applicant Counselor Communication Population
- TEA Application w_out Submission Communication Population
- TEA Deposit Counselor Communication Population
- TEA Inquiry_Prospect Counselor Communication Population
- TFW Accept Counselor Communication Population
- TFW Applicant Counselor Communication Population
- TFW Application w_out Submissions Communication Population
- TFW Deposit Counselor Communication Population
- TFW Inquiry_Prospect Counselor Communication Population
- TN1 Applicant Counselor Communication Population
- TN2 Applicant Counselor Communication Population
- TNM Accept Counselor Communication Population
- TNM Application Counselor Communication Population
- TNM Application w_out Submission Communication Population
- TNM Deposit Counselor Communication Population
- TNM Inquiry_Prospect Counselor Communication Population
- TNR Accept Counselor Communication Population
- TNR Applicant Counselor Communication Population
- TNR Application w_out Submission Communication Population
- TNR Deposit Counselor Communication Population
- TNR Inquiry_Prospect Counselor Communication Population
- Traditional International Applicant Communication Plan
- TSO Accept Counselor Communication Population
- TSO Applicant Counselor Communication Population
- TSO Application w_out Submission Communication Population
- TSO Deposit Counselor Communication Population
- TSO Inquiry_Prospect Counselor Communication Population

TNR Deposit Counselor Communication Population

Rules

This population is determined by the following rules:

- 2023 TNR Deposit Counselor Communication - C1
Fall 2023 Submitted Apps
TNR
Not Test/Opt-out

Statistics [Show](#)

Mailings

+1

Mon, Tue, Wed,
Thu, Fri, Sat, Sun,
Monday

#1 - TNR DEP23 - Go For IT

Congrats on committing, {{Preferred}}!

Population (Application) Timestamp Days Population IN TNR

+4

Mon, Tue, Wed,
Thu, Fri, Sat, Sun,
Morning

#2 - TNR DEP23 - Access Tech Account

IMPORTANT: Your Indiana Tech student account

Population (Application) Timestamp Days Population IN TNR

Housing Code (DAY) IN Resident/On-Campus

+8

Mon, Tue, Wed,
Thu, Fri, Sat, Sun,
Morning

#3 - TNR DEP23 - Housing Application

Submit your housing app!

Population (Application) Timestamp Days Population IN TNR

Checklist Item Fulfilled Date Checklist Item NOT IN Housing Application

Checklist Item Fulfilled Date Checklist Item IN Housing Deposit; Status

+14

Mon, Tue, Wed,
Thu, Fri, Sat, Sun,
Morning

#4 - TNR DEP23 - Covering the Balance

Indiana Tech: Ways to pay for College



Writing with respect

**How you write
says more than
what you write.**



How do you show respect?

Most people are too busy to spend time figuring out what you're trying to say.

Respect their time. Make it easy for them to understand you.

Then, they will have more energy they can use to listen to you and respond to you.

Take the time to write in a way that shows your reader that you care about them.

Even if you think formalities of the business world are boring or unimportant, potential employers may disagree.

Whether you are writing an email or a cover letter, use your writing to show your audience that you value them. Move toward them. Try on their perspective.

When you respect others, you foster respect for yourself.



“I didn't have time to write a short letter, so I wrote a long one instead.”

- Mark Twain

Message

Sender {{Staff-Assigned-Email}} Reply To {{Staff-Assigned-Email}}

Recipient {{Email}}

CC {{Parent-1-Email-Address}}, {{Parent-2-Email-Address}}, {{Legal-Guardian-Email-Address}}

Subject Indiana Tech: Congratulations {{Preferred}}! We received your deposit!

Preheader

Display Sample Message

Send Test Message



Hi {{Preferred}}!

Congratulations on you and your family becoming a part of the Warrior Family and you joining the freshman class of 2023! We're excited for you! Now that you have paid your deposit, I am here to help guide you through getting everything ready for your first semester here at Indiana Tech. Some of the things we will work on completing between now and August and tips to stay on track are listed below:

Check your email regularly: It is important to check your email on a regular basis so that you do not miss any important information. {% if {{Housing-Code-DAY}} == 'R' %}

Student Account Login Credentials & Housing Application: 24-48 hours after you make your deposit, you'll receive an email titled "*Welcome to Indiana Tech*", with your student account login info and your student email. A day or so after that, you will gain access to the housing application (when Residence Life manually adds you to the list of incoming freshmen who need access). That's why it doesn't happen instantaneously. To complete it, you log into your LetMeIn.indianatech.edu portal, click "1-Click Apps", then click on the "Adirondack" app. If you are under the age of 18, your parent MUST sign off on the verification email within 24 hours of submitting your housing application; **if they do not sign off within 24 hours, we are unable to assign your room.** You can also access the [housing application through the website](#).{% endif %}

Placement Exams: You are required to take the math placement exam. Keep an eye on your email. **When you receive an email with the subject line that reads "**{{First}}**", your next step to start course registration at Indiana Tech", you need to follow the steps to take the math placement.*

Dual Credit: If you took dual credit college courses and you would like your courses to be evaluated for college credit here at Indiana Tech, please send me the transcripts ASAP if you have not done so already. These transcripts need to come from the college or university that you took the courses through. These transcripts could have courses that allow you to not have to take the placement exam.

Course Registration: Once you either complete placement or opt-out to placement, or submitted college transcripts, you will be placed on the list to begin course registration sometime in the spring.

Clearing Documents: You will have clearing documents (Business Office and Financial Aid documents) to complete and I will send emails periodically with what needs to be completed. **Typically, these documents cannot be filled out until spring.*

Message

Sender "{{Staff-Assigned-Name}}" <{{Staff-Assigned-Email}}> Reply To {{Staff-Assigned-Email}}

Recipient {{Email}}, {{IT-Student-Email}}

CC {{Legal-Guardian-Email-Address}}, {{Parent-1-Email-Address}}, {{Parent-2-Email-Address}}

Subject Congrats on committing, {{Preferred}}!

Preheader {{Preferred}}, welcome to the Indiana Tech community. We're excited to welcome you to the Warrior family.

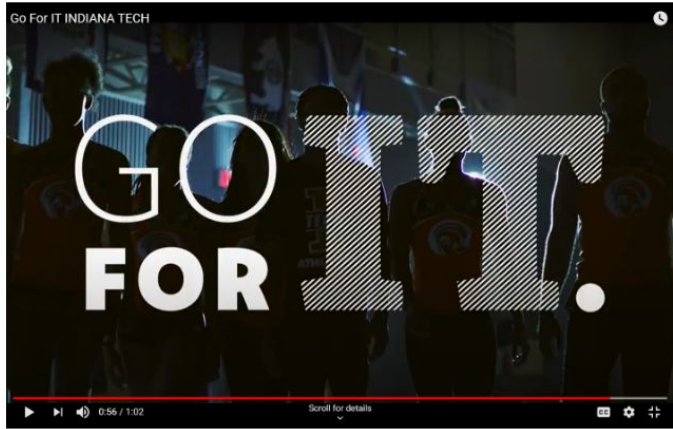
Display Sample Message

Send Test Message



Hi {{Preferred}},

I'm glad you committed to Indiana Tech, and I look forward to welcoming you as an official Warrior in the fall. In the meantime, here's a reminder of what it means to Go For IT:



I'll be reaching out to keep you on track because you will have more paperwork to complete. Please **keep an eye on your email** and don't hesitate to reach out with any questions.

Go Warriors!

{{Staff-Assigned-Name | snippet: "staff_signature"}}



**Writing with brevity
fosters respect.**



Portfolio

Learning to write well will require your time and energy, and it is worth it.

Being able to communicate with an awareness of your audience will serve you throughout life.



Do the work. Trust the process.

Develop a habit.

You can find a pen pal or keep a daily journal.

Practice daily.

Remember, every email is an opportunity to practice writing.

You will see change.

With time, your writing skills can evolve beyond your expectations.

You're paying to go to college.

**Trust me, you will want to look back on
this experience and feel like you
bought something.**

What do you want to get out of this class?

Thank you!