

Moore, Marsha M.

From: Errante, Christine M.
Sent: Friday, January 20, 2012 11:22 AM
To: Butler, Ralph
Subject: external newsletter

Importance: High

Ralph:

I was hoping to present the next (hopefully close to final!) iterations of your external newsletter but just learned that you will be traveling to distant places. You mentioned that your air travel is a good work environment for you, so I will be sending you options to review.

I am enjoying working on this project and getting to know you better, what your “voice” is, what you want to project. My role (though it may not be apparent at times) is to deliver what you want. Hopefully I also bring to the table an understanding of some of the underlying design and writing principles that are often subliminal but nonetheless have an impact on how your message is conveyed and received. I would like to produce what you were wanting in a way that exceeds what you were expecting.

This email does not have the attachments—I will be sending you four. Why four? After our last discussion, I did some further editing of the content to try to reduce some of the words, and I developed two different type formats: one with serifs (the little “feet” like you see in this particular font) and one “sans serif,” like this font and similar to the one used in the “endowing the future” newsletter. Sans serif may come across as “cleaner,” but when the text is more than a heading or a paragraph or two, it can actually be tiring to the eye. Serif fonts make for greater ease in reading because the serifs lead the eye to the next letter/word. Subliminal, yes, but very real. So there is method to my madness, so I include it as an option.

I have had these two options ready for you but was not able to present them to you—I will definitely go through Margee in the future to grab a few minutes with you rather than try to “happen” upon you in your office. My fault alone.

The other two attachments will be in the same two formats I mentioned, but with further editing, incorporating some of the suggested cuts you made on your last draft. I left these statements in Option A and Option B because they help your audience see why we matter on a national (and sometimes international) level. To me they really drive home why MU and MURR are significant. For example, in the piece on Bill Miller’s work: **“The project’s deliverable is a course that meets a need identified by academicians at two- and four-year institutions and industry employers: graduates with strong math and problem-solving skills who will be richly equipped to complete on-the-job training and apprenticeship programs.”** How many times do employers end up with college graduates who cannot apply what they have learned? Our project fixes that. Also from that same section: **“These and other planned projects are laying the foundation for a uniform, national curriculum to support the nuclear industry’s workforce needs.”** This highlights that through these collective efforts, MU and MURR are driving the national educational design for tomorrow’s nuclear engineering workforce. Option C and Option D will take me a bit of time to produce but I will have them all to you by the end of the day.

I am as anxious as you are to deliver a meaningful update on MURR activities to your audience, and I look forward to your feedback.

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