

# Memorandum

TO: All Associates of LB 300 for Modern Solutions

CC: Hayley Blackburn, Branch Supervisor

FROM: Dr. Emily Johnson, LB300 for Modern Solutions

DATE: Due on 2/3

SUBJECT: Analysis Essay of Your Industry

To begin the semester, this assignment requires you to research, analyze, and summarize the state of your future industry/career.

## Tasks

For the industry in which you aspire to work, you must **first identify and outline the chain of positions for your career choice**: consider entry level, mid-level, and senior positions. For each level, investigate the trends and challenges you may face using the following questions:

1. What are the current job numbers for your industry, generally?
2. What is the future job outlook? What regions and areas provide the strongest and weakest outlooks?
3. What skills and requirements are most often connected to this title in your industry?
4. What is the average salary for this title? What is the average starting salary?
5. Why are you interested in or feel you are well-suited for this industry?

You may want to use sites like GlassDoor, LinkedIn, the CSU Career Center, and the Bureau of Labor Statistics to help answer the above questions.

## Expectations

Your paper should be 1-2 pages, double spaced. In writing your analysis, pay attention to how you structure your essay. Include strong topic sentences and transitions for each paragraph followed by supporting details. Choose an organizational strategy that flows topically to improve readability of the essay (not necessarily in order of the questions listed).

You need to incorporate the following minimum requirements into the tasks outlined in the previous section:

- Paragraphs, full sentence form
- 2 sources cited within your work

To earn an 'A,' you must meet the minimum expectations **with** critical and creative additions that demonstrate thoughtful organization, provide smooth transitions between topics, and include minimal editing errors. Your sources may be cited with a reference list or footnotes.

**Skills to Practice**

- Constructing and organizing an essay
- Editing at the micro and macro levels
- Synthesizing information and critical thinking

**Objective:**

*Establish realistic expectations for your future career; practice outlining and writing a short essay as a warm-up for the semester*

If you have any concerns, questions, or other commentary, please do not hesitate to contact your JTC 300 branch supervisor (recitation instructor) or myself.

Rubric for the assignments:

Industry Analysis Essay:

**A:** within the page limit, 1>3; every paragraph begins with a topic sentence followed by supporting information; every paragraph transitions into the next topic with a clear signpost for the readers; the content answers each of the questions for 3 titles related to a career in a thematic organizational pattern; the content reflects accurate data from credible sources; the document includes design elements such as headings and typography; the author provides strong voice with minimal grammatical errors; the author includes a distinct introduction and conclusion to overview/review core points.

**B:** over the page limit; some paragraphs are missing topic sentences; some paragraphs blend themes or include irrelevant information; some paragraphs are missing transitions between ideas; the organization moves in order of the questions posed in the memo; minimal attempt at design/ ineffective or distracting design elements are included; the author makes several grammatical errors; the author is missing either an introduction or conclusion that overview/reviews core points.

**C:** under the page limit; most paragraphs are missing topic sentences; topics jump around with no transitions; the author does not answer all the questions posed in the memo; little support or evidence is provided/cited within the essay; the author makes several grammatical errors.

**Minimums:** Paragraphs and 2 sources

February 1, 2019

Specialized Professional Writing

Industry Analysis Essay

Journalism is a complex industry with many different entry level, mid-level and senior positions. In this essay I will conduct a short analysis on these different levels of positions, as well as the challenges and advantages presented by each position. For the entry level position, I will analyze information about beginning photographers. For the mid-level position, I will analyze information about foreign correspondents, and for the senior level position, I will analyze information about editors.

According to the Bureau of Labor Statistics (BLS), photographers typically only need a high school diploma to begin in the field. Instead of a college degree, they tend to receive a lot of on the job training. Photographer's job duties typically include analyzing and planning the composition of photographs, taking those pictures, and touching up the pictures with certain types of software. The position of photographer is on the decline across the United States, with the amount of photographers expecting to drop 6 percent between 2016 and 2026. The average salary of a photographer is \$32,490 a year (Bureau of Labor Statistics, 2019). I already possess the skills to be a photographer, due to three years of experience in the field.

An interesting mid-level job in the journalism industry is that of the foreign correspondent. Foreign correspondents act as journalists in other parts of the world, reporting to U.S. news organizations with information about what's happening in the area that they're based in. Correspondent's typically start out with a Bachelor's degree. The duties of a correspondent

include researching and reporting on topics assigned by an editor, as well as pitching their own stories to their editors. The amount of correspondents is on the decline in the U.S., too. In 2016, there were roughly 50,400 correspondents in America, with that number expected to drop by 4,500 by 2026 (U.S. Bureau of Labor Statistics, 2019). A correspondent's salary averages \$40,910. I'm well-suited for this position due to possessing three years of experience as a reporter.

▼ The senior level job I researched for this industry analysis is the job of editor. While editors typically also only have a Bachelor's degree, they also tend to have a plethora of experience in a journalistic field. An editor's job duties typically include proofreading print material given to them, approve final stories submitted by staff and decide the layout of how a story will be presented. The amount of editor's in the U.S., roughly 127,400 is projected to stay the same between 2016 and 2026, with a one percent decrease expected by 2026. The average salary for an editor is \$58,770 a year (Bureau of Labor Statistics, 2019). I have skills for this position due to my aforementioned journalist experience.

▼ In conclusion, the journalism industry offers many different positions of many different skillsets. It offers excellent entry level, mid-level and senior positions, with tremendous salaries and benefits for each level of position. ▼

**General comment on A paper:**

As a journalism student, your foundation for writing is very solid and evident. I can also hear your direct, informative, journalistic voice in your essay. There are just a few places where you might revise to increase the flow and transitions between topics as well as keep the reader's attention.

Firstly, the second paragraph needs a stronger topic sentence to unite the content. The paragraph begins with a piece of evidence before jumping to various details. Your second paragraph offers the best structure of the three.

Secondly, the introduction overviewed "challenges and advantages" of each position, which did not fully pay off in your content. Make sure the things you overview for the reader reflect the information and clearly mark what/where.

Lastly-- and this may diverge from the writing style (the objective, removed journalist) you are used to-- technical writers need to translate raw data into meaningful information with additional context and analysis. Overall, your essay did a great job of providing the data/numbers but is lacking in the synthesis and analysis portion. For example, you mention the decline of jobs for each position but don't offer any more information or reflection on why. You can connect and guide your technical audience more when you break down and explain the impact, influences, and reasoning more. You had enough space to add a sentence or two in each paragraph to demonstrate this analysis and critical thinking about the data you found. Keep this point in mind for your final report, especially.

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Professor Johnson  
LB-300-001  
2/3/19

Currently, I am aiming to become a personal financial advisor after I graduate from Colorado State. I have a lot of interest in this occupation because I work very well in positions that require transparency and thorough communication. I especially like the idea of working as someone who can help to make clients feel secure and taken care of. Too, being a personal financial advisor requires thorough communication skills that would allow one to carefully explain the paths available to clients as well as understand the goals and intentions of the client. Financial advising is something that would be greatly beneficial to more than just the wealthy; low and middle income families could utilize the advice of a financial advisor even more so than upper class families in some cases.

Furthermore, there is a substantial demand for personal financial advisors. As of 2016, there were 271,900 jobs for personal financial advisors in the United States. In addition, the position is projected to grow by a whopping fifteen percent according to the Bureau of Labor Statistics. From my current position as a student trying to get his bachelor's degree, it is comforting to know that there is likely to be a significant, growing demand for my services in the next ten or so years. Not to mention, the typical entry-level education is only a bachelor's degree, which means I could jump right into a position immediately after college that could become a long-term occupation.

My only gripe with the information I have researched is the limited options presented in terms of location. Most personal financial advisors are located in states and areas with more dense population such as New York. Being from the great state New York I do not have a burning desire to return to my roots in the long-run, but would be open to spending my first few years out of college in Manhattan (although there are some options in the front range area as well). Besides, the median salary of \$90,640 (as of 2017) would be sufficient compensation,

even though entry level positions are paid a salary of around \$50,000 to \$60,000 according to the job listings on GlassDoor.

One trend I noticed in the job listing sites such as GlassDoor and Indeed was that entry level jobs are far more plentiful than mid-level jobs and senior level jobs. To me, this likely indicates that organizations greatly prefer to hire from within. As a result, I hope to find a comfortable job early on in my career that I could see myself in for the long-run. I am confident that I will learn the necessary skills through my schooling and experience on the job, but as of right now, the idea of obtaining a mid or senior level position at a trusted organization intimidates me greatly. There is a great deal of trust put in the hands of these positions that can only be handled by someone who has substantial experience in the field, as well as sufficient education in the industry.

I certainly intend on enjoying my very finite time here at Colorado State University, but I am becoming exceedingly eager to discover what else the world will have to offer me post-graduation. I am hopeful that I will eventually find a job I can settle into and that can help me to propel my life in the right direction.



**General Comment of Solid B Paper:**

Overall this is a strong foundation to build on. You expanded on many data points, demonstrating critical thinking and context. The essay can be more effective with a few key revisions and considerations.

Firstly, I am glad to see a clear introduction and conclusion-- but think about the core message of the essay you want to overview/review. Currently, the introduction/conclusion focus heavily on your personal journal without positioning the industry/career (the subject of the essay). The bulk of your essay body provided information about job outlook, salary, and training... so those items should pull focus in your intro/conclusion.

Secondly, keep refining your transitions. You have a solid start and attempts-- they just need some revising. I marked several places to consider stronger connections between your ideas and fluid signposts for the reader.

Lastly, you can expand on the difference and stages among the entry, mid, and senior positions. I love that you considered how companies might hire from within-- but provide some context to what types of titles and requirements are involved with moving up. How many years of experience will you be facing before that promotion?

Going into the education field you have to be committed to the students not the paycheck. Starting teachers are lucky to have their yearly paycheck break \$35,000. Currently teaching jobs, especially in Colorado, are in high demand. That is great news for teachers whose content area is one of the core subjects like math, science, or English. However, if the content area is art, like mine, it's a little more of a challenge to land a job. Some schools are lucky to have one art teacher that stays put in the building. Working with that kind of window means that some teachers stay in the school district for up to 30 years or until retirement age, around 60.

The average annual income in Colorado, according to The Bureau of Labor Statistics, is \$54,460. During the 2016-2017 school year there were 905,019 K-12 students in the state of Colorado, says the Colorado Department of Education. Because of the amazing teachers the graduation rate of those students is 79%.

As a starting K-12 teacher you are still required to create a portfolio that outlines what you are learning and working on with students. As far as job security goes, until you have been teaching in the same school district until the beginning of your fourth year it is possible to be let go from the position without any warning or detailed reason. The administration may say "It's just not working out," or "We don't feel you fit with the environment of our school." So pack your bags and if you're lucky you're off to the next school. If not, it's back to a minimum wage job and the grind of filling out hours worth of applications.

While you are teaching you are required to keep your certificate up-to-date by taking around 90 clock hours of professional development every five years. The more credits you get after your bachelors degree the bigger the paycheck\*. The longer you are working in the same district your pay check also grows.

A teacher is required to have a tool belt full of skills and character traits at their disposal such as professionalism, good communication, responsibility, patient, creativity, work ethic, able to build worthwhile relationships, classroom management and so on. Not only do you need to possess these skills but model and teach these skills to students who are at an impressionable age. This being said, being on your toes is the name of the game. Even when you think students aren't watching you, they are. They are **always** watching! It also doesn't matter what age they are, they will let you know when you mess up. I developed these skills and traits while growing up and I believe that I am well-suited for this job and can model them to the best of my ability.

My goal and dream as an educator is to share my love of art with others. Even though I have gone over some undesirable qualities of being in this career field there are also some really amazing aspects and that is why I **want** to be a teacher. When you see a student have an 'ah ha' moment when they finally figure out a key part of artmaking. Or when your classroom is so silent you can hear a pin drop because every student has their heads down working hard. Or even simply having a student come up and tell you that you are their favorite teacher or you made them love art. It's those moments that teaching is all about. These are the reasons the world still has teachers despite the beating they may go through and this is why I'm proud to say I am an art education major.

Table 1.

	BA DEG	BA+16	BA+32	BA+48	MA	MA+16	Ed.S. or MA+32	MA+48	MA+64	Ph.D. or Ed.D.
Minimum	40,000	41,390	42,778	44,168	45,557	46,944	48,334	49,724	51,112	52,502

\*Pay scale for continuing education

### Works Cited

Cde.state.co.us. (2019). *Colorado Education Facts and Figures*. [online] Available at:  
<https://www.cde.state.co.us/communications/coeducationfactsandfigures> [Accessed 3 Feb. 2019].

Bls.gov. (2019). *A look at teacher pay across the United States in 2017 : The Economics Daily*:  
*U.S. Bureau of Labor Statistics*. [online] Available at: <https://www.bls.gov/opub/ted/2018/a-look-at-teacher-pay-across-the-united-states-in-2017.htm> [Accessed 3 Feb. 2019].

### **General Comment of Low B Paper:**

You included some strong elements to build on-- the salary table was a smart choice to display more data. I also liked that you played with bolding--- but consider what exactly the bold is pointing the reader to. You might want to bold a whole sentence to stand out with context. The essay would be improved with two key revisions for us to work on.

First, the core/thesis of your essay is unclear. The introduction and conclusion focus heavily on art education-- which makes sense and is a great direction to go in-- but the body of the essay does not. The start and end of the document need to address what the body provides... so you can revise in two ways. You could focus the research more heavily on art education in Colorado or change the intro/conclusion to emphasize k-12 education more broadly. With the second option, you could still talk about art education by including a paragraph that explains all the interest areas and directions an education major might pursue. You could then break down core subjects and elective subjects in terms of the outlooks and salary, etc.

Secondly, let's keep working on the organization. There are a million ways we might organize this assignment depending on the information you collect. To address what is written, there are two paragraphs that talk about the salary/paycheck (2 and 4) and two paragraphs that talk about skills for success (3 and 5). I recommend collapsing those sets because of the highly similar themes. The reader bounces around from topic to topic.

Lastly, and related to the above revision, stronger topic sentences will help with your organization. The topic sentence of a paragraph dictates what content will follow. Without strong topic sentences, writers tend to lose the focus and theme. For example, the third paragraph opens with the sentences about a portfolio for learning and working with students (the topic sentence). But then jumps to job security.

One way to reorganize the entire essay through topic sentences might be...

Intro:

Job security for new Colorado teachers presents a concern; however, the demand, specialty, and length of employment make a difference. (then talk about the demand for STEM compared to Art, the fourth year tenure system, and the retirement age)

The graduate rate for Colorado students in 79% due to the certifications and required skills for teachers to possess. (Then talk about the certification process, the learning portfolio, and the soft skills)

Despite the demand for great educators and the requirements of the career, Colorado teachers make less money than most industries. (then talk about the average income, districts with higher/lower, etc)

Conclusion.

At this point in time I am still unsure of what career path I would like to go down. After narrowing down some potential options I have considered, I decided to explore the real estate industry and see if it is a good fit for me. The real estate industry has multiple positions within it that are all seemingly similar and have their names used interchangeably, but are technically all different. According to Alison Doyle, there are three positions for selling real estate; real estate agent, real estate broker, and REALTOR. Real estate agents help with either the buying or selling process, a real estate broker does the same thing but requires a license and generally more school, and a REALTOR is a real estate broker or agent who is admitted to the national association of realtors. Generally to become a real estate broker a high school diploma is required, and college can help get a job although it is not required (Doyle 2018). According to careers in finance, most realtors & real estate agents made on average \$57,000 a year, although many earned more than \$100,000 (Real Estate: Salaries). I would like to explore this field because I feel that I am good at talking with and to people and helping them out. I also find the industry interesting and know a decent amount about it because my dad works very closely with the real estate industry. My grandparents also had their own real estate practice so I feel that I have some good insight into the industry. While a college degree is generally not required for this career path, it does help get a job faster and with bigger companies. This being said it will be easier to get a job right out of college instead of maybe having to wait 6 months - a year in order to get any work. After doing some more research, the real estate industry is interesting and I would like to look into it a little bit more.

## Bibliography

Doyle, A. (n.d.). Moving on Up: Types of Jobs in Real Estate. Retrieved from <https://www.thebalancecareers.com/real-estate-job-titles-2061505>

Real Estate: Salaries. (n.d.). Retrieved from <http://careers-in-finance.com/resal.htm>

**General Comment on C Paper:**

You have a foundation for a strong essay to build on here-- we just need to work on where to expand on and organize your thoughts. This essay is too short-- keep in mind 1-2 pages means at least one whole page, and more importantly, your essay would greatly benefit from additional information.

First, the introduction and conclusion should be their own paragraphs to guide your readers. After you overview the three titles would be a strong place for the introduction to break.

Secondly, the content of your paragraph jumps from topic and idea without fleshing out any of them. You mention education but not the steps for a license, for example. Then you provide a salary range that is not connected to any particular type of real estate agent, market, or region. Then you provide some good skills required, like communication, before jumping back into education. Moving forward, let's work on outlining your ideas to see the flow.

Lastly, you alluded to each title being technically different without expanding on how or why. Yes, you provided a nice overview of the basic differences but more information would be helpful. By organizing your ideas and expanding on the role, requirements, and duties of each-- the reader will have a clear understanding of the career track.