

Name _____ Date _____ Period _____

OBJECTIVE

Students will conduct intensive research into one local or regional employer to learn more about a company in a VWE II-aligned sector. Students will create a company profile for that employer and present their findings to the class.

PROJECT DESCRIPTION

This project involves in-depth research of an employer in a VWE II-aligned sector of your choice. To successfully complete this project you'll need to use your professional writing skills to contact the employer, your oral communication skills in interviewing someone at the company/organization, and your writing and presentation skills in crafting a profile of the employer and presenting it to the class. **It's a great opportunity to learn about companies in a sector of your interest!**

RESEARCH

After picking a VWE II-aligned sector to research, use a variety of resources (such as www.laworks.net) to identify local employers within that sector. Consult with your teacher and choose a company/organization that most interests you.

You'll need to further research the specific industry the company is in, the "State of the Sector" handouts you have are a good starting point, but you'll need to go further.

Specific things you'll need to research are:

- State, national, and international size of your selected sector (for comparison).
- Other local, regional, and state competitors in the industry.
- Utilize your library and/or school librarian to assist in researching news coverage of your chosen company.

In consultation with your teacher you will draft a formal business letter/email to the company introducing yourself and this project. You'll want to let them know you're practicing writing a company profile and want to learn additional information about their company. Once complete, be sure to share your final research with the company.

Here is a sample corporate profile for Baton Rouge-based Turner Industries:

http://www.turner-industries.com/wp-content/uploads/2017/10/TIG_OneSolution_digital_101717.pdf

COMPANY PROFILE

The written employer profile should include the following components:

- Company name and contact information
- Company culture
- Corporate mission statement
- Information about their sector
- An overview of the company's products and/or services
- Safety, health, and environmental policies
- Company history
- Information about core team members
- Important milestones and achievements in the company's recent history (news coverage)

PRESENTATION

In addition to the formal written profile you will also create a brief presentation for the class using PowerPoint. Your presentation will be scored by your teacher and classmates using the PVLEGS rubric. Your presentation should include at least 7 slides and run for 5-7 minutes in duration.

Please include the following:

- Title Slide
- Sector Overview
- Company Introduction
- Mission/Vision Statement
- Company History
- Corporate Culture
- Core Team Members
- Milestones and Recent Achievements
- Bibliography

REFLECTION

In 2-3 paragraphs reflect on the process of researching, completing, and presenting this project. Your reflection should focus on the process of research and communicating with your chosen company.

Here are some questions to guide you in writing your reflection:

- Why did you pick this particular career sector?
- What in your research led you to your chosen company?
- What was your interaction with personnel at the company like?
- Were there any things about the history of the company you found surprising or of special interest?
- Did creating the company profile make you more or less interested in potentially working for this company, or in this sector in the future?

NECESSARY PORTFOLIO COMPONENTS

Please include the following project components in your final course portfolio:

- Printed copy of correspondence
- Printed company profile
- Printed presentation
- Completed rubric
- Reflection