

The background features a variety of botanical illustrations in shades of gray, including ferns, palm fronds, and leafy branches. Interspersed among these are several red geometric shapes: triangles, circles, and horizontal bars. The text is centered and layered over these elements.

**THE DEPARTMENT OF ENGLISH**  
**MINOR IN PROFESSIONAL WRITING**

**Whatever your major—English, engineering, music or math—good writing matters to your success in school and after you graduate.**

## **Portfolio Prep Workshop**



# Minor in Professional Writing: Portfolio Prep Workshop

While we wait, please put the following in chat:

- Why you're here / What your main concerns & questions are
- What your prior experience with cover letters and resumes is



# What to Expect from This Workshop

- Information on the pieces of the portfolio
- Sample cover letters and resumes
- Brainstorming and discussion about your own portfolio plans
- Editing discussion



# What You Need to Engage

- [Google Drive Folder with materials](#)
- If you can, please sign in so we know you are the author of your comment.



# Portfolios for Capstone Internships

- Prepare your 5 portfolio documents in advance
- [go.osu.edu/prof-writing-apply](https://go.osu.edu/prof-writing-apply)
- Fill out online application
- You will receive a confirmation email

# Portfolio Requirements – 5 pieces

- Professional cover letter
  - **Different** from cover letter for a specific job posting
- Writing-focused resume
- 3 polished writing samples that showcase your skills

# Cover Letter Goals and Audience

The MPW Program: Dr. Lindsay A. Martin, Coordinator, Minor in Professional Writing

- The cover letter applies for placement in an internship in a Columbus-area workplace
- It persuades your reader that you will be a skilled, adaptable, and versatile writer in the workplace in general—not a specific organization

**Secondary audience:** It will also be sent to the writing workplace you're matched with



# Sample Cover Letter

in Google Drive, in CL Folder

(There are 3 pages / 3 samples. Read 1<sup>st</sup> page/sample.)

- What's similar to a typical cover letter?
- Different?
- What works well in it?
- How might you incorporate some of these moves in your document about your own experience?





# The Evidence of the Cover Letter: Discussing the Samples

The cover letter should prepare your reader to understand the writing sample. These questions may guide you:

- What are the purpose and audience of the piece?
- In what context should the piece reach readers?
- What writing skills does your sample showcase?
- Parenthetically, mention if the piece was written collaboratively or for a course.

Do not simply answer all these in order.

# Showcasing Writing Skills

These are a few of the skills many of our workplace partners want in interns. Each piece of evidence in a cover letter should prove a claim that you have one of the needed skills.

- Write press releases or develop and deliver media pitches
- Produce marketing copy or design and implement social media campaigns
- Translate technical/specialized information of a research organization for a broad audience
- Interview individuals and craft a compelling story based on interview transcripts
- Research, consolidate, and/or summarize large amounts of information
- Repurpose information for different audiences, documents, or genres
- Shift tone to suit different audiences/media (show this with range of samples)
- Write under tight deadlines, such as 24-hour turnaround

## Other tips

### DON'T

Emphasize what you'll get from the experience or how it will help you

Focus on what you learned through the process of writing these documents

### DO

Emphasize what you'll bring to the workplace.

Focus on how these samples showcase skills you have right now (if you wrote the document, you have the skills!) and how you will use these skills to contribute something specific to a workplace

# Writing Portfolio – 3 Samples

## Choose samples that

- Are excellent and clean copy
- You feel confident discussing in the cover letter

Best-works/Showcase portfolio → Your skills **now**

(**Not** a Development portfolio, showcasing how you've grown!)

# Choosing Your Writing Samples

- **Samples should**
  - Be brief: ideally no more than approximately 500 words / 2-3 pages if formatting with images makes things longer.
    - Main point: Your entire portfolio should not be 25 pages long!
  - Demonstrate a variety of styles and genres
- **Samples can**
  - Be a selection from a longer piece (Use CL to contextualize)
  - Come from a group project

# Optional: Sample Types for Different Industries

- **PR/Marketing**      press release, marketing blog post, full PPT marketing pitch (if it showcases writing skills), marketing copy
- **Nonprofits**      profile stories/feature articles, blog posts, social media campaigns
- **Grant-writing**      selection of a grant or selection of an academic paper that showcases research and concision skills
- **Technical Writing**      Any how-to manual or handout
- **Business of any type**      any memo that showcases tact in challenging rhetorical situations; anything summarizing large amounts of information in memo form; slide deck

# Some Creative/Surprising Samples

What if you don't have much from jobs or internships or even obvious choices from your coursework?

- Selection from academic paper--*can come from a group project!*
  - One great sample: A proposal for a senior research project—brief but self-contained, and it showcased something unique about the applicant
- Voiceover script for a video project
- Constitution from a student organization

# Writing about Purpose for a Course Assignment

## FOCUS ON....

The *rhetorical* purpose as if the piece were to reach readers in the real world

In this book review, I aimed to place Jodi Picoult's new novel in the context of her other work and, by setting up the situation without giving away the entire plot, intrigue readers about how it departs from most conventions.

## NOT....

The *pedagogical* purpose the instructor had in giving the assignment

The purpose was to learn how to write about a novel in the style of book reviews.



# Social Media Posts

- A collection of social media posts *can* work together as a good writing sample, but only if you have enough content.
  - 3-5 individual posts alone will not be sufficient.
- Best: a full social media content calendar, with posts from multiple platforms demonstrating your strategy behind an entire social media campaign leading up to an event.

# Social Media Options

Full content calendar leading up to event:

- Use several platforms.
- Include 1-2 paragraphs about your reasoning for why you used each platform how you did.

Several examples but not full calendar:

- All posts should be about the same event/rhetorical situation and highlight how you use the platforms differently. Include introductory paragraph explaining this rhetorical situation.
- At least 2-3 posts from each platform and samples across at least 3 platforms.
- You'll also need paragraphs explaining the rhetorical situation overall and your rhetorical decisions for each platform.

Social Media Content									
Day 1					Instagram				
<p><b>Time:</b> 8:00 AM <b>Type:</b> FLOW General Information <b>Topic:</b> Who FLOW is <b>Post:</b> FLOW (Friends of the Lower Orentangy Watershed) was formed as a non-profit 501(c)3 in August 1997. Our mission is to keep the Orentangy River and its tributaries clean and safe for all to enjoy, through public education, volunteer activities and coordination with local decision-makers. Include link to website.</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Spring Post <b>Topic:</b> 1st Day of Spring Celebration <b>Post:</b> Happy First Day of Spring! What are you and your family's favorite spring activities? Comment below!</p>	<p><b>Time:</b> 6:00 PM <b>Type:</b> FLOW Announcement <b>Topic:</b> #FollowFLOW <b>Post:</b> Hey everyone! FLOW is happy to announce that we are now on Twitter and Instagram! Make sure to follow us so you can keep up to date with what we're doing and how we're doing it. #FollowFLOW</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Spring Post <b>Topic:</b> 1st Day of Spring Celebration <b>Post:</b> Happy First Day of Spring! With the start of spring comes the start of the planting season! Sign up for a free tree to plant today!</p>	<p><b>Time:</b> 10:00 AM <b>Type:</b> Fact Tweet <b>Topic:</b> Economic Benefit of Trees <b>Post:</b> Did you know? The more trees in your yard, the more money you save on utilities!</p>	<p><b>Time:</b> 7:00 AM <b>Type:</b> FLOW Mission <b>Topic:</b> Mission Statement <b>Post:</b> Our mission is to keep the Orentangy River and its tributaries clean and safe for all to enjoy, through public education, volunteer activities, and coordination with local decision-makers.</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Spring Post <b>Topic:</b> 1st Day of Spring <b>Post:</b> beautiful picture of spring trees with caption about trees and spring, the weather. How are you spending your first day of spring? Comment below!</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Instagram Story <b>Topic:</b> Tree Canopy <b>Post:</b> Are you serious about environmental causes and want to do something positive in Columbus? Have you ever thought about planting a tree? Place these questions over photos of past FLOW volunteers planting trees.</p>		
Day 2									
<p><b>Time:</b> 2:00 PM <b>Type:</b> Event Post <b>Topic:</b> Save the Date for the Fox in the Snow Event <b>Post:</b> On April 11th from 9-11am, Friends of the Lower Orentangy Watershed (FLOW) will be paying for a single cup of coffee for everyone who visits! Come by for delicious coffee and conversation about helping the environment of Columbus!</p>	<p><b>Time:</b> 6:00 PM <b>Type:</b> Promo Post <b>Topic:</b> Tree Campaign <b>Post:</b> Are you new to Columbus? Put down roots - literally. FLOW is giving away free trees to improve Columbus's tree canopy. Click on the link below to get yours and share to your friends! #PlantForYourFuture</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Fact Tweet <b>Topic:</b> Environmental Benefit of Trees <b>Post:</b> Strategic planting of trees in urban areas can cool the air by between 2 and 8 degrees Celsius.</p>	<p><b>Time:</b> 1:00 PM <b>Type:</b> Spring Post <b>Topic:</b> Tree Planting Season <b>Post:</b> Spring has begun! Do you know what that means? It means tree planting season is upon us! Sign up for your free tree today!</p>	<p><b>Time:</b> 7:00 AM <b>Type:</b> Fact Sheet <b>Topic:</b> Why The Tree Canopy Matters <b>Post:</b> Trees do a lot more for us than we realize, which is why Columbus's tree canopy must grow! Did you know that some parts of Columbus have a tree canopy of only 11%? Click on the link in our bio to find out how you can help improve our tree canopy. #GrowWithFLOW</p>	<p><b>Time:</b> 7:00 AM <b>Type:</b> Fact Sheet <b>Topic:</b> Why The Tree Canopy Matters <b>Post:</b> Trees do a lot more for us than we realize, which is why Columbus's tree canopy must grow! Did you know that some parts of Columbus have a tree canopy of only 11%? Click on the link in our bio to find out how you can help improve our tree canopy. #GrowWithFLOW</p>	<p><b>Time:</b> 8:00 PM <b>Type:</b> Event Post <b>Topic:</b> Save the Date for the Fox in the Snow Cafe <b>Post:</b> Long day? The like a tree. Stay grounded. Connect with your roots. Turn over a new leaf. Bond before you break. Enjoy your unique, natural beauty. Keep growing. ~Joanne Baptis</p>	<p><b>Time:</b> 8:00 PM <b>Type:</b> Event Post <b>Topic:</b> Save the Date for the Fox in the Snow Cafe <b>Post:</b> Long day? The like a tree. Stay grounded. Connect with your roots. Turn over a new leaf. Bond before you break. Enjoy your unique, natural beauty. Keep growing. ~Joanne Baptis</p>		
Day 3									
<p><b>Time:</b> 6:00 PM <b>Type:</b> Personal Story <b>Topic:</b> Specific story about someone/something benefiting by FLOW's mission <b>Post:</b> Window Linden Tree Planting Project blog post - embed blog post from website</p>	<p><b>Time:</b> 6:30 PM <b>Type:</b> Volunteer Post <b>Topic:</b> Volunteer Opportunities <b>Post:</b> Calling all helping hands! FLOW needs you! If you or any group you're a part of want to help change Columbus for the better, we have some great opportunities and always need extra help. Check out our volunteer events and sign up below!</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Fact Tweet <b>Topic:</b> Environmental Benefit of Trees <b>Post:</b> Trees are excellent filters of urban pollutants and improve a city's water quality.</p>	<p><b>Time:</b> 12:00 PM <b>Type:</b> Inspirational Quote <b>Topic:</b> Environmental Advocacy <b>Post:</b> "It's like a tree. Stay grounded. Connect with your roots. Turn over a new leaf. Bond before you break. Enjoy your unique, natural beauty. Keep growing." ~Joanne Baptis</p>	<p><b>Time:</b> 6:00 PM <b>Type:</b> Event Post <b>Topic:</b> Save the Date for the Fox in the Snow Event <b>Post:</b> On April 11th from 9-11am, Friends of the Lower Orentangy Watershed (FLOW) will be paying for a single cup of coffee for everyone who visits! Come by for delicious coffee and conversation about helping the environment of Columbus!</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> FLOW Mission <b>Topic:</b> Who We Are <b>Post:</b> A photo of the watershed and a caption about who FLOW is and what their goals are</p>	<p><b>Time:</b> 10:00 AM <b>Type:</b> Fact Post <b>Topic:</b> Economic Benefit of Trees <b>Post:</b> A photo of a beautiful yard with trees in your yard. "Did you know? The more trees in your yard, the more money you save on utilities!"</p>	<p><b>Time:</b> 6:00 PM <b>Type:</b> Instagram Story <b>Topic:</b> Inspiration <b>Post:</b> A photo of a beautiful yard with trees in your yard. "Did you know? The more trees in your yard, the more money you save on utilities!"</p>		
Day 4									
<p><b>Time:</b> 7:00 AM <b>Type:</b> Inspirational Quote <b>Topic:</b> Environmental Advocacy <b>Post:</b> Good morning, friends of FLOW! Today FLOW is thinking about this "In every walk with nature one receives far more than he seeks." - John Muir. Where is your favorite place to walk with nature?</p>	<p><b>Time:</b> 2:00 PM <b>Type:</b> Email List Promo <b>Topic:</b> Email List Promo <b>Post:</b> Love FLOW and our mission? Keep up with us with FLOW in thinking about this "In every walk with nature one receives far more than he seeks." - John Muir. Where is your favorite place to walk with nature?</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Event Post <b>Topic:</b> Seventh Son Brewery Event <b>Post:</b> Come get a free beer, ON US! On April 18th from 6-8pm, come out to Seventh Son Brewery for one free drink and great conversation about increasing Columbus's tree canopy!</p>	<p><b>Time:</b> 7:00 AM <b>Type:</b> Follow Post <b>Topic:</b> Animals <b>Post:</b> Caption this (funny photo of animal)</p>	<p><b>Time:</b> 6:30 PM <b>Type:</b> Event Post <b>Topic:</b> Pictures of tree-planting <b>Post:</b> Our friend Dave is growing Columbus's tree canopy by planting a tree in his yard! Way to go Dave! Here's how to get your own tree and #PlantForYourFuture. (Include link to website for more info)</p>	<p><b>Time:</b> 9:00 AM <b>Type:</b> Event Post <b>Topic:</b> Seventh Son Brewery Event <b>Post:</b> Seventh Son Beer pic with event details</p>	<p><b>Time:</b> 5:00 PM <b>Type:</b> Instagram Story <b>Topic:</b> Behind the Scenes with FLOW's Team <b>Post:</b> Picture of team member at the office/on the job. Caption: "Another great day for the FLOW team! Today we include one detail about the day!"</p>			
Day 5									
<p><b>Time:</b> 2:00 PM <b>Type:</b> Event Post <b>Topic:</b> Weiland Park Event <b>Post:</b> On April 20<sup>th</sup> from 2-5pm, come out to Weiland Park for FREE pizza and games for your kids! FLOW is hosting this event to encourage people to sign up to get a FREE tree so while you're there, SIGN UP!</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Fact Post <b>Topic:</b> Benefit of Planting Trees <b>Post:</b> Did you know that trees do more than provide shade and produce oxygen? Check out these quick facts! Include fact sheet.</p>	<p><b>Time:</b> 9:00 AM <b>Type:</b> Fact Tweet <b>Topic:</b> Economic Benefit of Trees <b>Post:</b> Landscaping, especially with trees, can increase property values by 20%.</p>	<p><b>Time:</b> 12:00 PM <b>Type:</b> Fact Tweet <b>Topic:</b> Animals in the Orentangy <b>Post:</b> Check out this furry (or feathered) friend! This is _____ and his home is in the Orentangy River. #RockGrownTheWeiland</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Event Post <b>Topic:</b> Weiland Park Event <b>Post:</b> Promote the Weiland Park event by giving out details and show photo of park and people</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Instagram Story <b>Topic:</b> Weiland Park Event <b>Post:</b> Behind the Scenes with FLOW's Team</p>	<p><b>Time:</b> 12:00 PM <b>Type:</b> Instagram Story <b>Topic:</b> Behind the Scenes with FLOW's Team <b>Post:</b> Behind the Scenes with FLOW's Team</p>			
Day 6									
<p><b>Time:</b> 7:00 AM <b>Type:</b> Personal Affect <b>Topic:</b> Lack of tree coverage in Columbus <b>Post:</b> Think of clear examples in neighborhood that is affected by the lack of tree canopy (signs/apples to paths)</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Volunteer Post <b>Topic:</b> Volunteering <b>Post:</b> Thank to our volunteers, we were able to (include impact)! Thank you for being a part of our mission to keep the Orentangy River and its tributaries clean and safe for all to enjoy, through public education, volunteer activities and coordination with local decision-makers.</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> FLOW Mission <b>Topic:</b> FLOW in the community <b>Post:</b> Something from FLOW's website that sheds positive light on what they do to promote awareness</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Event Post <b>Topic:</b> Seventh Son Brewery Event <b>Post:</b> Come get a free beer, ON US! On April 18th from 6-8pm, come out to Seventh Son Brewery for one free drink and great conversation about increasing Columbus's tree canopy!</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Event Post <b>Topic:</b> Seventh Son Brewery Event <b>Post:</b> Come get a free beer, ON US! On April 18th from 6-8pm, come out to Seventh Son Brewery for one free drink and great conversation about increasing Columbus's tree canopy!</p>	<p><b>Time:</b> 1:00 PM <b>Type:</b> Event Post <b>Topic:</b> Benefit of Trees <b>Post:</b> The calming effect of nearby trees and urban greening can significantly reduce workplace stress levels and fatigue, calm traffic and even decrease the recovery time needed after surgery.</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Volunteer Post <b>Topic:</b> Volunteering Post <b>Post:</b> #BehindTheScenesWithFLOW you'll find our awesome volunteers who cleaned up the Orentangy River and planted trees. Thanks go to FLOW, we'd love to have you. Click on the link in our bio!</p>			
Day 7									
<p><b>Time:</b> 6:00 PM <b>Type:</b> Event Post <b>Topic:</b> Linden Park Event <b>Post:</b> Facebook Event created for Linden Park event promotion</p>	<p><b>Time:</b> 6:00 PM <b>Type:</b> Promo Post <b>Topic:</b> Tree Campaign <b>Post:</b> Are you planting in Columbus but still want to beautify your yard? Don't worry! Here's a fact sheet for your landlord. Check out our website (link) to find out how to get your own tree to #PlantForYourFuture! #GrowWithFLOW</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Promotional Post <b>Topic:</b> Tree Campaigns <b>Post:</b> Trees do a lot more for us than we realize, which is why Columbus's tree canopy must grow! Did you know that some parts of Columbus have a tree canopy of only 11%? Here's how you can help improve our tree canopy. (Include link) #GrowWithFLOW #PlantForYourFuture</p>	<p><b>Time:</b> 12:00 PM <b>Type:</b> Promotional Post <b>Topic:</b> Tree Campaigns <b>Post:</b> Renting in Columbus but want to plant a tree? Worried about what your landlord might say? Instead of worrying, show them this fact sheet and they'll want to #GrowWithFLOW (include fact sheet)</p>	<p><b>Time:</b> 7:00 PM <b>Type:</b> Event Post <b>Topic:</b> Seventh Son Brewery Event <b>Post:</b> Come get a free beer, ON US! On April 18th from 6-8pm, come out to Seventh Son Brewery for one free drink and great conversation about increasing Columbus's tree canopy!</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Event Post <b>Topic:</b> Linden Park Event <b>Post:</b> Post picture of Linden Park and caption including details</p>	<p><b>Time:</b> 8:00 AM <b>Type:</b> Event Post <b>Topic:</b> Linden Park Event <b>Post:</b> Graphic of "A man doesn't plant a tree for himself. He plants it for posterity." Alexander Smith. Caption: We love this quote! #PlantForYourFuture #GrowWithFLOW</p>	<p><b>Time:</b> 12:00 PM <b>Type:</b> Instagram Story <b>Topic:</b> Water Shed Afflict <b>Post:</b> Watershed Clean Up Benefits <b>Post:</b> Blog post on how cleaning up the watershed has enriched the life of a Columbus community member</p>		

# Think Through 1 Sample and CL Description

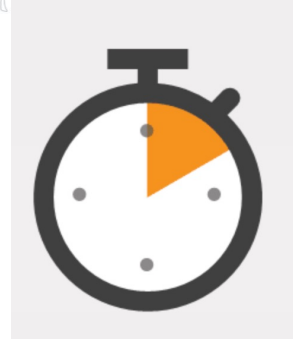
- Take 5 minutes and consider a sample you plan to include in your portfolio (or one you're considering but unsure of)
- Make some notes on how you would discuss the sample in the cover letter, or draft the actual paragraph for the CL.
- Remember to address:
  - Whom is it aimed at? Why does this piece exist?
  - How do audience/purpose affect the style and tone you chose?
  - What skills does the sample showcase?
  - Context written—Course? Job? Internship?



# Resume

- An *argument* to a potential employer about how your past experiences showcase achievements that are directly connected to the job you want
- Let's consider how hiring managers read resumes

# Resume



- How long do you have to captivate?
- What do we know about how hiring managers read resumes?



# Rhetorical Goals of a Resume

- Showcases experience and achievements related to job you want
- Easy to scan quickly
- Convinces hiring manager in first 6 seconds that your experience is relevant enough to merit reading longer

# What does this mean?

- Top 1/3 of your resume is prime real estate
- Line down left side of page is essential
- Try to be creative with categories on your resume to emphasize what's most important for a specific job.



The slide features decorative floral patterns in the corners. In the top-left and bottom-left corners, there are clusters of light grey flowers. In the top-right and bottom-right corners, there are larger, stylized grey flowers with long, thin petals.

**But what if you don't have  
workplace experience that is  
relevant to a writing  
internship?**

# Relevant Coursework

- Collaborative projects you completed
- Writing accomplishments: **products** you ended class with
  - **Not**—Learned how to edit documents and fix grammar mistakes
  - **Instead**—Copyedited and proofread a total of 15 pages, locating and correcting all errors
- **Remember your audience:** Use course names—Not numbers

*Tip: Go to your Carmen page/the syllabus and review the written assignments you submitted for ideas!*

# Organizational involvement

- Include the writing-focused activities you engaged in
- Describe collaborative tasks that you accomplished
- **Remember your audience:** Avoid undefined acronyms, and offer a brief description of the organization



## 3 Steps to a Great Resume Bullet-Point

1. Choose a great action verb
2. Include enough detail and focus on accomplishment in the line
3. Quantify achievements as much as possible

# 1. Start by Brainstorming Your Verbs

- Review the [Action Verbs for Resumes Tip Sheet](#)
  - Organizational and Supervisory Tasks
  - Communication Tasks
  - Science and Research Tasks
  - Clerical or Detailed Tasks
  - Possibly Teaching, Computer or Technical Tasks
- Try looking for verbs that capture what you did and that are reflected in the job ad!

## 2. Accomplishments -- Not Mundane Tasks

- The AIR Method ensures each bullet-point tells a complete story about a problem you solved or something you accomplished.
- Fill out the line—Try to write all the way to the right margin
- Achieved X, by doing Y, resulting in Z

## 2. Example of the AIR Method

**Performed administrative tasks**

(very general and doesn't showcase initiative)



**Composed official organization communication to effectively resolve problems clients were facing**

(better—focuses on writing parts of administrative work and highlights benefit for organization)

(AND/OR)

**Coordinated process to review, digitize, and organize files annually, resulting in improved record-keeping and increased efficiency**

(You can even highlight the achievement/responsibility elements of something like filing and scanning, especially if you were in charge of something from start to finish.)

### 3. Quantify Your Achievements

**Managed sorority budget**

(not bad)



**Managed \$31,000 Spring 2018 budget and invested idle funds in appropriate high-yielding notes**

(better)



**Managed \$31,000 Spring 2018 budget and invested \$10,000 in idle funds in appropriate high-yielding notes *returning 5% over the year***



# Why Edit Your Portfolio?

- “Go with the Flow”
- Article published in local Columbus magazine about a real organization



**GO WITH THE flow**

**COLUMBUS NATIVE AUNT FLOW DISTRIBUTES TAMPONS TO WOMAN IN NEED** BY AMBER HAGE-ALI

A tiny blonde carrying a sizable personality, rocking a tee with her new business logo, energetically introduces herself. “Claire Coder,” she said with a huge smile. “I’ve been on the go all morning.” Coder takes a deep breath and relaxes in her seat.

“Did you know that tampons are taxed in 45 out of the 50 states and because they are taxed they can not be covered by food stamps or the WICS program, which makes it impossible for underprivileged women to get access to them.” One of many shocking flow facts Coder has in her pocket.

Coder, 19, decided to take a break from college after attending one semester at The Ohio State University to pursue her dreams of creating a sustainable solution for underprivileged women in need of feminine hygiene products—an ambitious pursuit for such a young woman.

“My mom is an art therapist and she would tell me about clients that would come to her business wearing multiple layers of clothing and plastic bags while on their periods,” she said. “It was easier for these women to acquire a new pair of pants than a tampon, which is crazy, so I knew that I needed to start figuring out why this was.”

As Coder began to do more research, she discovered even more shocking facts about the “bloody problem.”

“Organizations, like the Columbus YWCA, don’t budget for tampons and they rely on donations that often don’t come through, so they offer women two tampons per month per woman,” Coder said. “What are you going to do with two tampons, that’s like half a days worth,” she giggled.

In an effort to solve this problem, Coder came up with the idea for a buy one get one subscription tampon model. Aunt Flow, a fun, informative social enterprise, allows women to customize their own box of 18 tampons for every box they purchase a beneficiary box will be donated to an organization of their choice.

“Taking care of your flow takes care of her flow,” is the business model, and it is branded on each individual tampon.

“As a woman I know how important feminine hygiene is and I know how much it costs,” she said. On average women will spend \$3,000 on tampons and pads in their lifetime ... another one of Coder’s interesting flow facts.

These aren’t your run-of-the-mill gas station tampons either. Each tampon is 100 percent cotton, 75 percent biodegradable, FDA regulated, bleach free, and includes a plastic applicator for comfort, setting them apart from mainstream brands.

“I’m ordering the tampons from an organization in Europe to make sure that our quality is the highest possible quality. Because we are putting it in our vaginas,” Coder paused, let out a quiet giggle and continued, “it is important to have the best quality.”

Subscribers can customize their pack to include light, regular or super-flow tampons catering to their personal needs. Each box is delivered to the subscribers door monthly for ease of access.

“I want men to be involved too,” she said. “I want men to purchase boxes for their women so they don’t have to go to the store and try to figure out which tampons to buy.”

Along with the box of tampons comes fun flow facts that inform patrons of the shocking stigma associated with feminine hygiene products. “I want to continue lessening the taboo associated with talking about tampons,” Coder said.

Coder gets the menstrual talk flowing on her YouTube channel, Aunt Flow, where she dresses in a coral dress and portrays a quirky character that discusses the taboo topic.

“I talk to women and I am like hey what is your most embarrassing period story? Lets talk about vaginas, lets talk about menstrual cycles. Literally everything,” Coder said. “I also talk to my flow bros. I ask them how tampons work or if they have ever had period sex. You know, all this stuff that’s not talked about because it is too taboo to talk about it.”

On March 12, Coder hosted her first Crowdfunding launch party at the Kitchen. People from all social circles gathered to support her exciting new enterprise. The launch exceeded Coder’s expectations, surpassing her goal and raising \$5,000. By the end of Aunt Flow’s first year, Coder hopes to have donated 100,000 tampons to women in need.

“My personal goal is to be on the Ellen DeGeneres Show talking about tampons, you can put that in there,” she chuckled.

“It’s been crazy, but it kinda just goes to show that you can follow your dreams and do what you love,” said Coder about her hectic new schedule. “I love what I do and I am so passionate about it, but I don’t sleep, I don’t watch television, and I don’t party. I don’t have time for that kinda stuff because I’m building a business.”

*To make a contribution to Coder’s business visit [auntflow.org](http://auntflow.org)*

# “Go with the Flow”

- Now read it closely
- Comment as you go through.
- Click  on top right of page to comment.
- Sign in if you want your name on the comment.



**GO WITH THE FLOW**

**COLUMBUS NATIVE AUNT FLOW DISTRIBUTES TAMPONS TO WOMAN IN NEED** BY AMBER MILLER

**A**untie Amanda carrying a small personality, rocking a tee with her new business logo, energetically introduces herself. “Class, Coder,” she says with huge smiles. “I’ve been on the go all morning.” Coder takes a deep breath and relaxes for a sec.

“Did you know that tampons are used in 45 out of the 50 states and because they are treated they can be covered by food stamps or the WIC program, which makes it impossible for underprivileged women to get access to them.” One of many shocking facts, Coder has to her pocket.

Coder is excited to take a break from all day after attending one semester at The Ohio State University to pursue her dream of creating a sustainable solution for underprivileged women’s needs of feminine hygiene products—an ambitious pursuit for such a young woman.

“We receive an overwhelming amount of feedback from women who would tell me about classes that would come to her business, wearing multiple layers of clothing and plastic bags while on their periods,” she said. “It was clear that these women need to acquire a new pair of pants, a tampon, which is even, let alone that I wanted to start figuring out why this was!”

As Coder began to do more research, she discovered even more shocking facts about the “bleedy problem.”

“Organizations like the Columbus YWCA, don’t budget for tampons and they only on donations that often don’t come through, so they’re never even equipped with enough products,” Coder said. “What are you going to do with your tampons? You’ll have a great worth,” she giggled.

In an effort to solve this problem, Coder came up with the idea for a buy one get one subscription tampon model. Auntie Flow’s free, informative social enterprise, allows women to contribute that buy 10 tampons for every box they purchase a beneficiary box will be donated in appreciation of their choice.

“Taking care of your flow takes care of her flow” is the motto and it is translated on each individual tampon.

“As a woman I know how tampons frustrate hygiene and I know how much it costs,” she said. “On average women will spend \$2000 on tampons and pads in their lifetime...another one of Coder’s interesting facts!”

These aren’t your run-of-the-mill gas station tampons either. Each tampon is 100 percent cotton, 75 percent biodegradable, FDA regulated, bleach free, and includes a plastic applicator for comfort, using three spots from microfiber towels.

“I’m creating the tampons from an organization in Europe to make sure that our quality is the highest possible quality. Because we are putting it in our vagina,” Coder pointed, but not a squeal giggle and giggles. “I am proud to see how the best quality!”

Subscribers can customize their pack to include light, regular or super flow tampons catering to their personal needs. Each box is delivered to the subscribers door monthly for ease of access.

“I want men to be involved too,” she said. “I want men to purchase boxes for their women so they don’t have to go to the store and try to figure out which tampon to buy!”

Along with the box of tampons comes fun flow facts that inform parents of the shocking stigma associated with feminine hygiene products. “I want to continue busting the taboos associated with talking about tampons,” Coder said.

Coder gets the menstrual talk flowing on her YouTube channel, Auntie Flow, where she discusses a cool dress and gets into your character the discussion for the topic.

“I talk to women and I am like hey when is your next menstruation period start? Let’s talk about options, but talk about menstrual cycles, kindly everything,” Coder said. “I also talk to my flow too. I talk then how tampons work or if they have ever had period sex. You know, all this stuff that’s not talked about because it’s too often not talked about!”

On March 12, Coder hosted her first Crowdfunder launch party at The Market. People from all social circles gathered to support her exciting new enterprise. The launch exceeded Coder’s expectations, surpassing her goal and raising \$20K. By the end of Auntie Flow’s first year, Coder hopes to have donated 100,000 tampons to women in need.

“My personal goal is to be on the Ellen DeGeneres show talking about tampons, you can put that in there,” she chuckled.

“Oh, how nice, but I think just give us a show that you can follow your dreams and do what you want,” said Coder who has been very schedule. “I love when I do and I am on a pandemic since I don’t have a job, I don’t want relocation, and I don’t want to be in a building because for that kind of stuff because I’m building business.”

To make a contribution to Coder’s business visit [auntieflow.com](http://auntieflow.com)

# What does it mean to be “work-world ready”?

- The ability to produce clear, correct prose is a skill all workplaces need.
- The stakes are high!

U.S. NEWS

# Think commas don't matter? Omitting one cost a Maine dairy company \$5 million.





## Overtime for workers applied except for the following cases:

The canning, processing, preserving, freezing, drying, marketing, storing, packing for shipment or distribution of:

- Agricultural produce;
- Meat and fish products;
- Perishable foods.

The canning, processing, preserving, freezing, drying, marketing, storing, packing for **shipment, or distribution** of:

- Agricultural produce;
- Meat and fish products;
- Perishable foods.

# How to Approach Editing

- Editing is multi-faceted:
  - Big Picture: Do I need to include this?
  - Medium Picture: Should I restructure this? Should I reword?
  - Small Picture: Is the prose correct, proofread and free of errors?
- Know your own tendencies! Learn to edit for those.

# Portfolio Submission Information

- **Deadline**

- See [go.osu.edu/prof-writing](https://go.osu.edu/prof-writing)

- **How to prepare files**

- Keep each item as its own file and save as a .doc or .docx file. Use file naming rules on website.

- **How to submit**

- Online! Go to [go.osu.edu/prof-writing-apply](https://go.osu.edu/prof-writing-apply) and click “Submit your application.”
- You will get a confirmation email.

# Portfolio Submission Information

## Questions?

- Email Dr. Martin ([martin.1667@osu.edu](mailto:martin.1667@osu.edu)) if you want to make a brief appointment to discuss your interests and choosing samples.
  - [Go.osu.edu/prof-writing-apply](http://Go.osu.edu/prof-writing-apply)
  - See “Consultations” for open hours
- We can’t review portfolios for quality before you officially submit, but we can discuss how to choose samples.



# Review Process

Within 1-2 weeks after you submit, you will receive an email regarding your application quality and next steps.

Quality	Portfolio is	Action
Exemplary	Perfect, work-world ready	Proceed to placement interview and job posting review immediately
Proficient	Minimal, minor surface errors	After you submit corrections, you'll schedule an interview
Emerging	Require more substantive work	1:1 consultation to discuss necessary revisions. If successful, then you can proceed to interview
Unsatisfactory	Rare, but it happens	You'll be asked to finish 4150 and re-apply next semester

# Review Process

- Once your portfolio is approved, you will complete an interview with the Coordinator to talk about your goals. Then, you will review the internship placement options and make your top 3-5 choices.
- If you have your own internship and want to know if it will count, email the Coordinator.
- Depending on the number of applicants, the application review / resubmission / interview process can take through the end of November.