

## Connecting with Careers & Community: Professional Writing

*Experiential learning* characterizes several advanced writing courses at Ithaca College, ranging from preprofessional classes in editing and publishing and feature and magazine journalism to hands-on practicums in proposal and grant writing and image-text production. Our group presentation, a four-poster exhibition showcasing experiential learning in the Department of Writing, discusses students' application and reflection.

Students will display how they've taken understanding acquired in their coursework and applied it — through writing, editing and publishing; collaborating with professionals in the community; creating artistic and expressive products shared via readings or public exhibits; and interning at a range of professional organizations in the public, private, and nonprofit sectors.

*Proposals and Grant Writing* (WRTG-31700) introduces students to professional proposal and grant writing through experiential learning. The course is structured around a semester-long project that teams of students work on for local and/or regional non-profit client organizations. Through partnerships with these organizations, the course provides the learners with a valuable opportunity to understand how nonprofit organizations are structured, how they communicate internally with one another as well as externally with donor and contributors, and how they differ from their for-profit cousin organizations.

Student teams work on five projects (portfolios) over the semester. They analyze and brand their client organization to improve marketing; research and benchmark its goals and needs through literature reviews and feasibility studies; draft a development plan with goals, objectives, outcomes, and measures; produce a budget and a strategic donor search; and deliver a final 60-page report at a formal oral presentation.

For this particular poster presentation, one team from the spring 2019 section of this course will share their experiences and their work with their client, Buffalo Street Books, an independent, member-driven, bookstore in Ithaca, NY.