

# WRITING PROFESSIONAL EMAILS



*Two Locations: In the Lyman Beecher Brooks Library, First Floor  
and Madison 109*

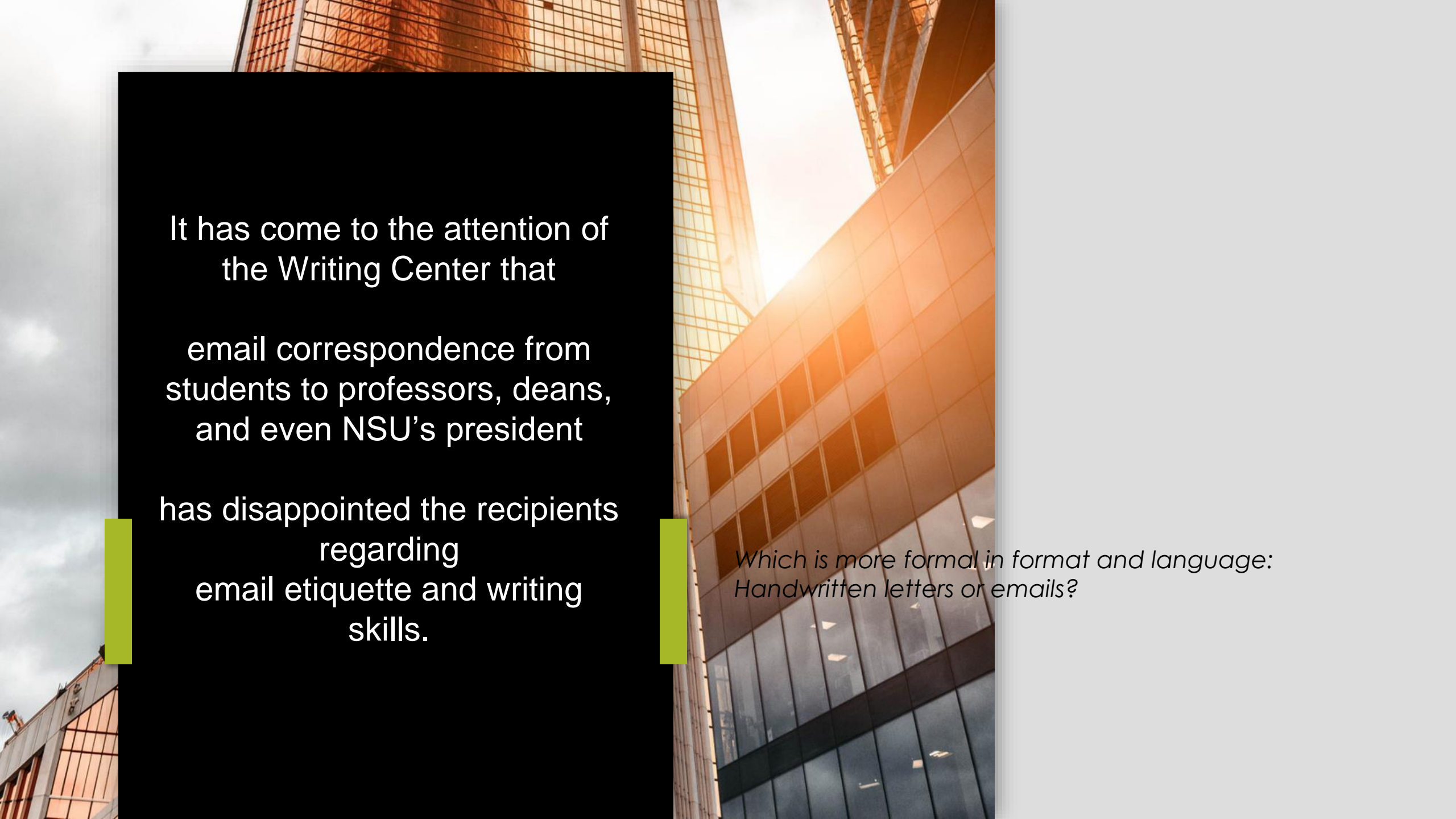
*Tel: 757-823-2271*

*Email: [writingcenter@nsu.edu](mailto:writingcenter@nsu.edu) Website: [nsu.edu/writing-center](http://nsu.edu/writing-center)*



*Do you think it matters how you write an email to your friends? To professors? To your mother?*

In this workshop session, you will have an opportunity to learn the protocols for composing emails appropriately for professional and academic audiences.



It has come to the attention of  
the Writing Center that

email correspondence from  
students to professors, deans,  
and even NSU's president

has disappointed the recipients  
regarding  
email etiquette and writing  
skills.

*Which is more formal in format and language:  
Handwritten letters or emails?*

# PARTS OF AN EMAIL

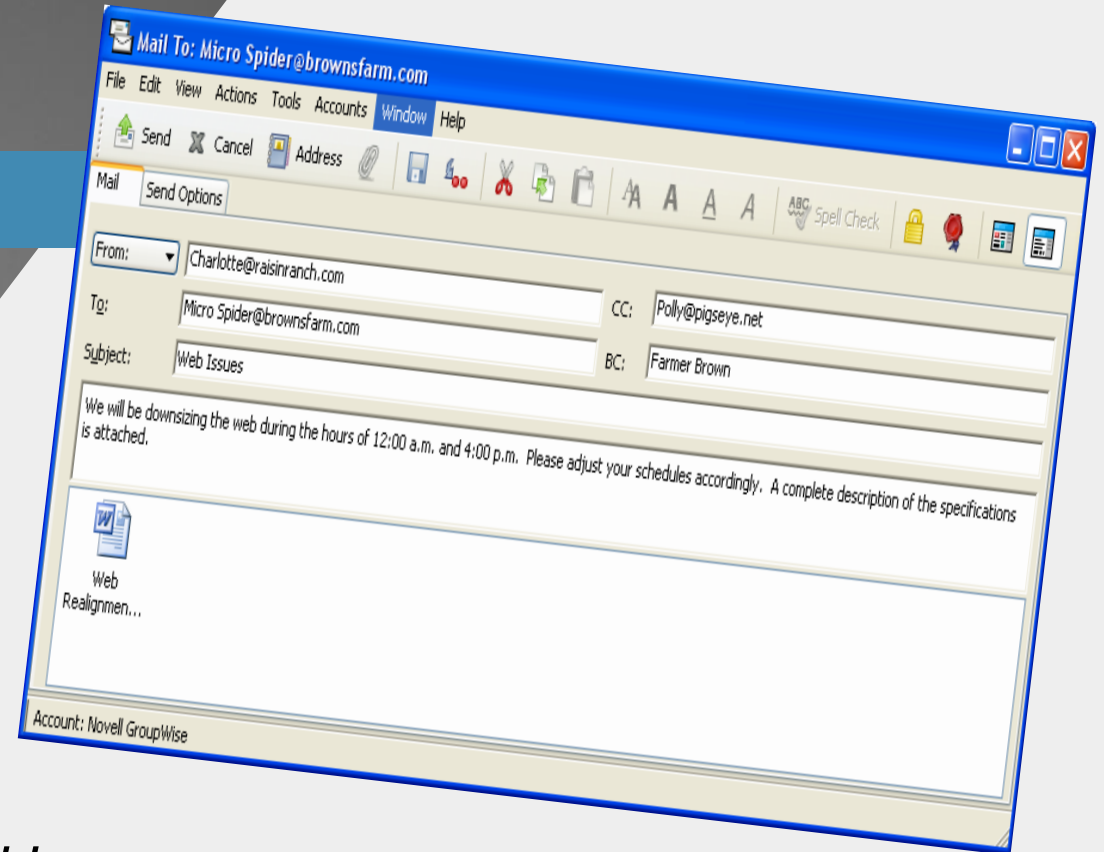


# Header

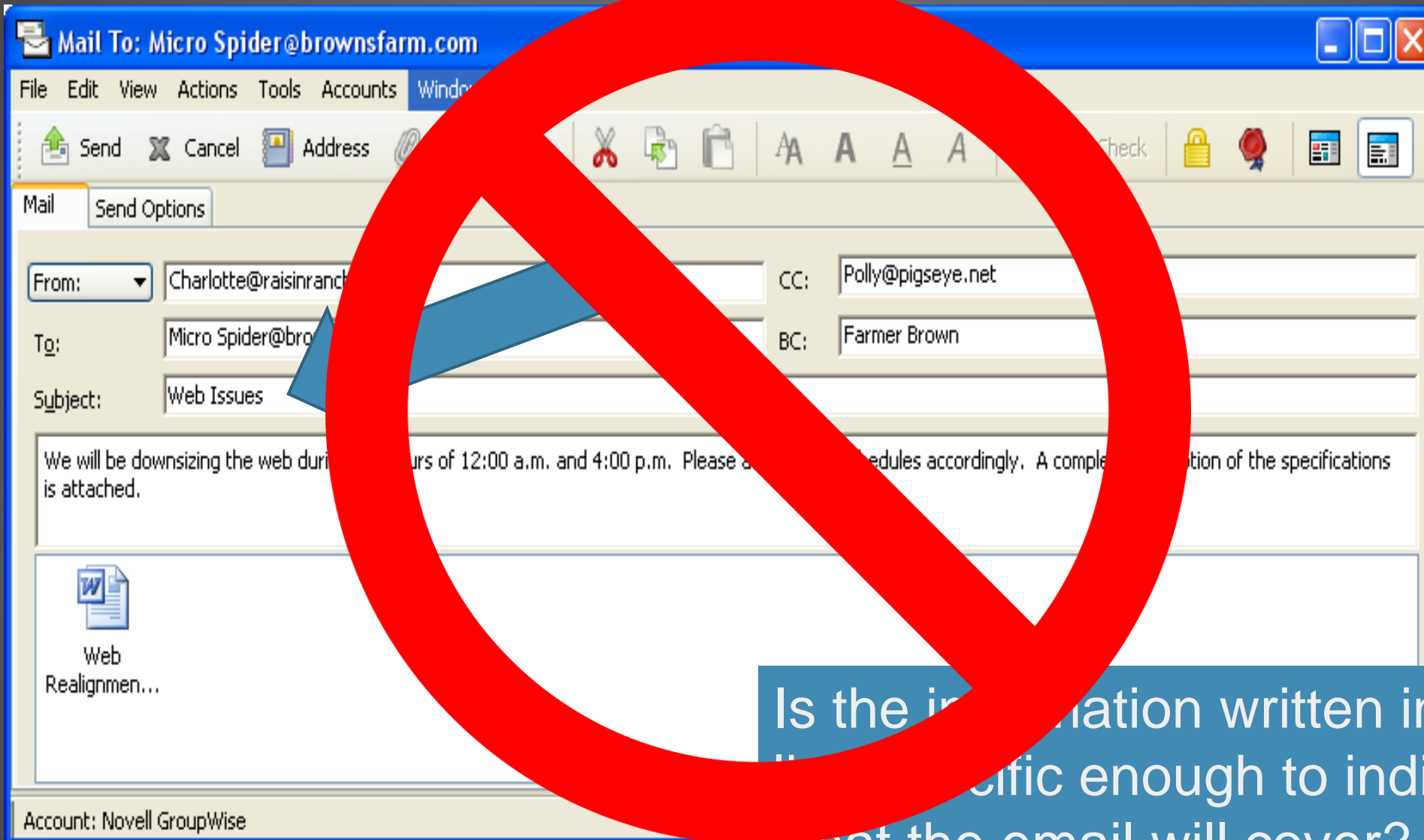
The to and from, date, and subject line

## A Note about the Subject Line – the topic of the message

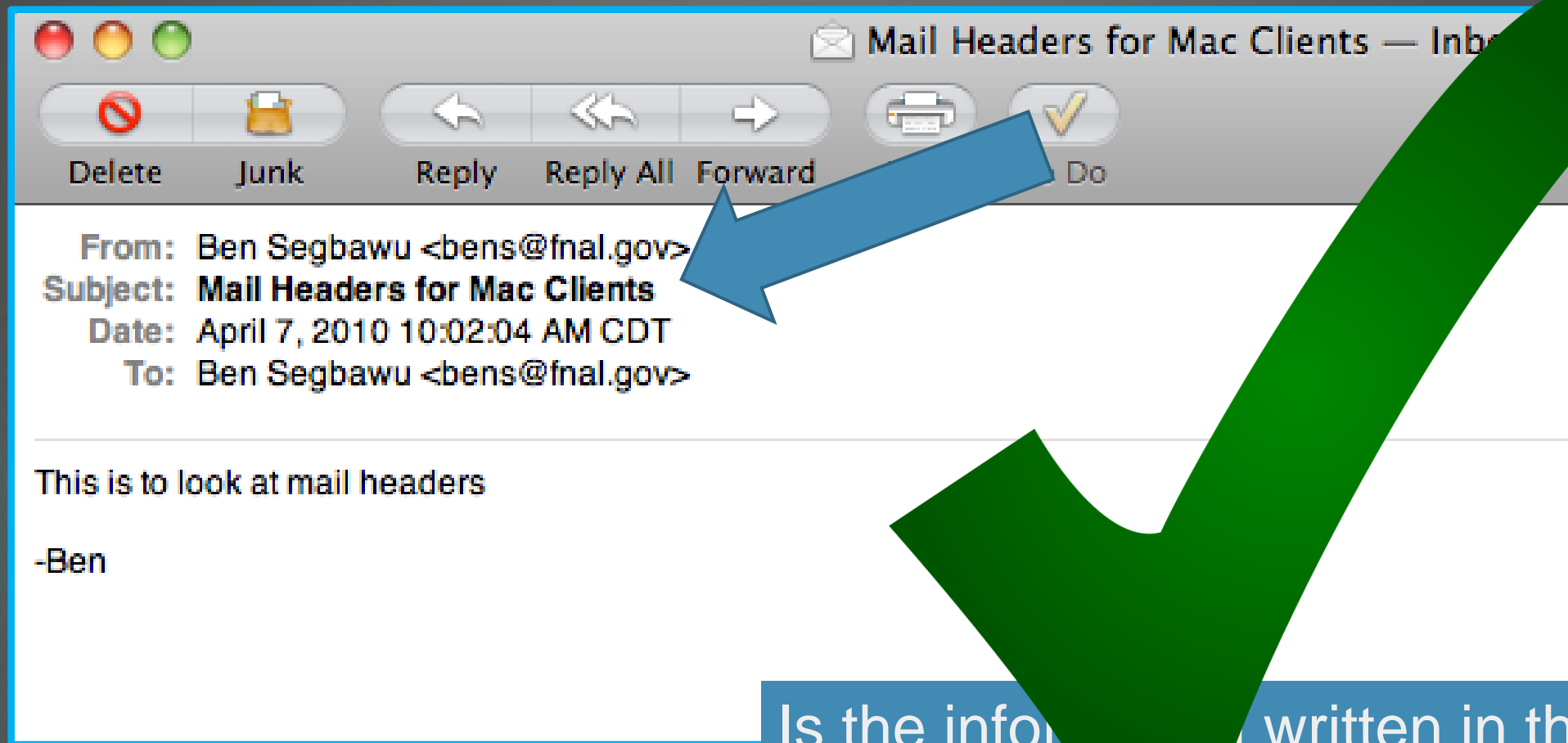
- *Inform the receiver EXACTLY what the email is about*
- *Specificity increases the chances your email will be read*



*When emailing your professor, always note your course name and section*



Is the information written in the subject  
specific enough to indicate exactly  
what the email will cover?



Is the information written in the subject line specific enough to indicate exactly what the email will cover?



# Salutation

## The Greeting

- *It is not necessary to use the endearment “Dear” when addressing emails to recipients.*
- *Simply identifying the specific person(s) is sufficient.*

Dear Professor Marable,  
Professor Marable,



# Salutations



## Other Designations



Ms. = non-married woman; unaware of marital status



Prof. = a college instructor who does not hold a PhD



Mrs. = married woman/widowed woman



~~Hey Dr. Marable~~



Dr. = a person who holds a PhD or a licensed physician



~~Omitting salutation~~



# Body and Closing

## The Body

- *Usually contains a request for action*
- *Intermix short and longer sentences; easier to read*
- *Multiple paragraphs, usually one or two sentences in length*

## The Closing

- *Use a closing appropriate for your audience.*
- *Avoid casual closings in formal emails at all costs.*

Sincerely,  
Best regards,  
With appreciation,  
Thank you,



# Signature

The name and contact information of the sender

- *Make sure to include contact information, **including your full name, title(if applicable), phone and email address***
- *If you have additional email addresses, you may want to include these as well*
- *In a professional setting such as your company, always include full mailing address*

Luther Van Dross  
757-555-1234  
[lvdross@spartans.nsu](mailto:lvdross@spartans.nsu.edu)  
[.edu](mailto:lvdross@spartans.nsu.edu)

# A Model

Name (in bold, if desired)  
Title  
Full System Name  
Address Line1  
Address Line 2  
Phone  
Cell Phone (if desired)  
Fax (if desired)

TAGLINE  
set in Times New  
Roman (Bolded)  
Can be black or  
KCTCS blue:  
(R=0, G=70, B=127)

Dear Jack,

Thank you for following up with me. This is certainly an important issue that needs fu

We can talk more about this at our meeting next Wednesday. In the meantime, don't  
can provide you any further assistance.

Thank you,  
Joanna

- **Joanna Doe**  
Director of Operations  
Kentucky Community and Technical College System  
300 North Main Street  
Versailles, Kentucky 40383  
P: (859) 555-5555  
C: (859) 555-5555  
F: (859) 555-5555

- **HIGHER EDUCATION BEGINS HERE**

# MORE TIPS TO MAINTAIN Professionalism (especially w/professors and NSU president)

## Wait Time for Response



When requesting information or a response from recipient of your email, respectfully allow at least 1-2 days for a response. You are NOT the only student or sender of emails.

## PROOFREAD, PROOFREAD, PROOFREAD!



Your mistakes will be noticed; you may be judged for making them. Don't rely on spell-checkers.

## Watch your Tone



Your email lacks vocal cues and facial expressions. Read and reread your email aloud before sending it.



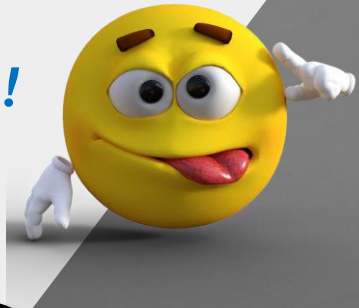
# MORE TIPS TO MAINTAIN Professionalism (especially w/professors and NSU president)

Keep a Classic Style



Use fonts such as Arial, Calibri, or Times New Roman, 10-or 12- point type, and for color, black is best.

Emoticons: *Don't!*



The result can appear too emotional or immature.

Nothing is Confidential



Every electronic message leaves a trail. If you wouldn't say it face-to-face, don't say it online.

# Practice email

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You will now submit a "TEST EMAIL" to your workshop presenter. Follow the Netiquette guidelines, and use the practice email scenario on the next slide.

In the subject line of your email, type your last name, first name, and "TEST\_EMAIL".

For example, if your name is Zeke Raker, the subject line in your email will read: "Raker\_Zeke\_TEST\_EMAIL"

Compose a practice email based upon the scenario below.

## Practice email scenario

It's Tuesday morning, and you are getting ready for your class that begins at 8:30 AM. You have your course packet, notes, and homework in your backpack. Suddenly, you (or your child) falls ill and needs a doctor's attention. Therefore, you will not be able to attend class this morning.

Based on what you know about the course attendance policy and what you have learned about Email Netiquette, you need to send an email to your professor.

# REVIEW

- Professionalism and appropriate protocols do matter when your audiences are professional or academic
- Be specific in your subject line to increase the chances that your email will be read
- Use appropriate salutation according to whom you are sending the email
- Always proofread before sending that email.



# REFLECTION

Workshop  
Evaluation  
for students



Workshop  
Evaluation  
for faculty



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