## **Interoffice Memorandum**

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| --- | --- |
| To: | Advertising Department |
| From: | Leslie Krown, CEO and President |
| cc: |  |
| Date: |  |
| Re: | Brochure |

The Government of Canada has provided us with a grant to develop several brochures that encourage workers to consider non-traditional careers. The brochures must be creative and accurately reflect the career but also explain why the career may be suitable to a variety of individuals. The brochure could explain why, up until now, the career pathway has been dominated by a specific sector of the population.

The brochure must

* be on one double-sided page—software packages usually have a brochure template you can use
* provide an accurate description of the career, explaining the appropriate schooling and additional training required
* include a section on how the industry is changing to meet the needs of non-traditional workers, or perhaps how it is not changing and some of the challenges the non-traditional worker may face

Each of the brochure proposals will be considered using the following criteria:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Provides an accurate description of the career | 1 | 1.5 | 2 | 2.5 | 3 | 3.5 | 4 | 4.5 | 5 |
| Explains the necessary requirements for the career | 1 | 1.5 | 2 | 2.5 | 3 | 3.5 | 4 | 4.5 | 5 |
| Describes the changing nature of the industry or challenges | 1 | 1.5 | 2 | 2.5 | 3 | 3.5 | 4 | 4.5 | 5 |
| Organizes the information in the brochure so it is easy to read | 1 | 1.5 | 2 | 2.5 | 3 | 3.5 | 4 | 4.5 | 5 |
| Is written clearly and legibly | 1 | 1.5 | 2 | 2.5 | 3 | 3.5 | 4 | 4.5 | 5 |
| **Total** | **/25** | | | | | | | | |