

To: Mallory Swanson, VP of Corporate Communications
From: R. Chris Reeder, Senior Technical Editor
Date: July 6, 2024

Subject: Request for Reimbursement for Continuing Education Program

As we discussed at our quarterly check-in meeting last Thursday, the current restructuring process in our company will see the Corporate Communications department taking on an array of additional duties over the coming year. As part of this reorganization, most of the content creation for our website will now be handled by my team. With the additional work the department will be taking on, the number of team members under my supervision is also likely to increase.

This combination of additional duties and additional staff will require another combination: increased efficiency and increased leadership. Both efficiency and leadership are skills well-suited for improvement through continuing education.

“Continuing education can broaden individuals’ knowledge and skills and fortify the confidence they have in their existing competencies. This can mean honing leadership skills that may be needed for advanced roles.”—Allison Lakacha, Suffolk University

As such, I am requesting tuition reimbursement for the Certified Technical Writer program being offered through Madison College. I researched several different programs that teach effective professional communication. I believe the Madison College program best suits the needs of the company, the department, and the employee at this time. It is skill-effective, time-effective, and cost-effective.

Skill-effective

In addition to the opportunity to improve my technical writing skills, which are at the core of my current job duties, the Certified Technical Writer program will provide me the skills I need to take on new duties and leadership opportunities. This program is tailored to communications professionals desiring to improve their skill sets. In terms of the new initiatives aimed at attracting more users to the company website, the course specifically covers “Writing effectively for websites and social media.”

Time-effective

The Madison College program features rolling enrollment and would allow me to begin immediately. Other programs (such as the University of Washington Certificate in Professional Technical Writing) have fixed start dates, which would unnecessarily delay this process. Additionally, the Madison College program is self-paced and asynchronous. I should be able to complete the full course by early 2025, while the University of Washington program takes from eight to eleven months.

Cost-effective

The price point for the Madison College program, with a tuition of \$2,195 (including books), comes in well under other comparable programs: The University of Washington Certificate in Professional Technical Writing costs \$3,995 and the Oregon State University Technical Writing Certificate costs \$2,555.

If you would like to see details on any of the other programs I researched, please let me know. I strongly believe the Madison College program is the right choice for me, for our department, and for our company at the present time. In addition to supporting a great local college, this course will provide me the skills I need to support our department in this time of growth and change.