

Case Study

Writing with Authority: Writing Seminar

Kathleen Simmons

Case Study

Project Title: Writing with Authority: Writing Seminar

Client: United States Army Command and General Staff College (USACGSC)

Role: Project Team Lead

Context: Graduate-level live client engagement

Deliverable: Storyboard Design

Date: June - July 2023

Challenge/Problem Statement: Military officers advancing in rank require higher-education level writing skills to meet Command and General Staff College (CGSC) professional writing standards across their military and professional careers.

Analysis & Research:

- Identified audience needs specific to officers' real writing tasks and career advancement requirements
- Evaluated CGSC standards to align learning objectives appropriately
- Assessed scope and deliverable boundaries within a live client engagement

Design Decisions:

- Storyboarded lesson flow to sequence concept introduction, modeling, and practice
- Selected scenario-based prompts tied to officers' actual writing tasks for relevance and transfer
- Embedded ungraded knowledge checks to provide immediate feedback without high-stakes pressure
- Sequenced objectives to build from thesis development through argumentative writing with authority

Implementation Process:

- Led project team in a graduate-level live client engagement
- Developed storyboard through iterative design aligned to client and course requirements
- Proposed additional metrics documented in slide notes to satisfy course objectives

Evaluation & Outcomes: The deliverable was a storyboard design. Proposed metrics were included to meet course requirements. Formal evaluation and implementation remained with the client's internal ID team, a scope boundary navigated deliberately and professionally.