**Problem**
Most STEM employees do not understand Technical Writing

**Why It’s Important**
1/3 of employees write poorly
US Businesses spend $3.1 Billion to raise all employees writing to the same level
- National Commission on Writing

**Solution**
Survey WPI Freshmen to find out why Technical Writing skills are lacking
Develop video and handout to motivate students

**Assessments**
Surveyed students on importance of Technical Writing
Administered surveys pre- and post-video

**Data Conclusion**
Surveyed 29 WPI Students
Each student’s score improved in favor of taking Technical Writing courses

**Graph:**
- S1 was taken before the video
- S2 was taken after the video
The students that dropped from 1, 2, and 3 went up to 4