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The applicant should submit an essay (maximum 1500 words) that clearly communicates the following:

An articulation of applicant career goals that would be served by completion of the EDS in Instructional Technology

A description of applicant instructional technology skills\* and availability of adequate Internet access and computing equipment

A description of applicant instructional technology related accomplishments

A persuasive argument outlining the strengths that the applicant would bring to the EDS program, peers, and professors.

*\*Program Definition: Instructional technology is the theory and practice of the design, development, utilization, management, and evaluation of the processes and resources for learning.*

The essay will be evaluated using the following rubric.

Essay includes a combination of the following:	Excellent	Good	Average	Poor	Inadequate
Attention to essay content requirements					
Easily followed					
Effective transitions					
Professional format					
Clear and concise writing					