

Technical and Professional Writing Minor

Develop assessment plan

Goal Description:

We have developed a rubric to assess the Technical and Professional Writing minor. We will use the advanced Technical Writing course, ENGL 4330--Writing in the Professions, and will assess students' final projects. The rubric is attached.

Attached Files

 [Technical and Professional Writing Minor Assessment Rubric.docx](#)

Providing Department: Technical and Professional Writing Minor

Progress: Completed

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Faculty will identify goals (and supporting assessment elements) for students completing the minor

Performance Objective Description:

Based on the Assessment Resources provided by the university and the rubrics used to evaluate programs' plans, faculty will develop goals and objectives that meet or exceed minimum requirements.

RELATED ITEM LEVEL 2

Develop Goals and Objectives

KPI Description:

Faculty will review sample plans and discuss goals, learning objectives, and performance objectives for the minor. The minor's assessment plan will have at least 2 goals and meet "desirable" numbers of supporting elements.

RELATED ITEM LEVEL 3

Create Goals and Objectives

Recruit new students for the minor

Goal Description:

Toward the goal of recruiting new students to the minor, the Tech Comm faculty will do the following:

1. Identify students in ENGL 3330 will strong communication and writing skills.
2. Approach the identified students with information about the minor.
3. Communicate with all ENGL 3330 about the minor.
4. Create a video that advertises the minor and show it in all ENGL 3330 classes.

Providing Department: Technical and Professional Writing Minor

Progress: Ongoing

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Maintain a marketing plan

Performance Objective Description:

We will identify marketing opportunities and create necessary supporting materials. Initiatives will include:

- Participate in Saturday@Sam beginning in Spring 2022
- Promote the minor on bulletin boards and digital signage across campus

- Work with the Director of the Integrated Studies Program to identify students who would be well served by adding the minor to their areas of study

RELATED ITEM LEVEL 2

Recruit Students

KPI Description:

We will strive to enroll 5 new students in the minor during the 2020-21 school year. This number is based on the minimum number of students that would be needed to successfully offer an upper-level course in the minor.

Results Description:

We are continuing to work to enroll new students in the minor by recruiting from our 3330 classes.

RELATED ITEM LEVEL 3

Recruit Students

Action Description:

We will continue to work on recruitment for the minor and certificate in the following ways:

- Actively recruit in ENGL 3330 by our tech comm faculty and also having coordinator come and speak to classes
- Participate at Saturdays at SAM to introduce info to parents and potential students
- Create a video about our program

RELATED ITEM LEVEL 1

Recruiting

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

In this past year, our program achieved some objectives, including marketing the minor and increasing enrollment in our minor, but did not achieve other objectives, such as meeting assessment due dates or establishing goals and objectives. These shortcoming can be attributed to the mid-summer change in coordinator of the minor. With these findings and results from this past year, the minor in Technical and Professional Writing will take the following actions:

- Establish clear, measurable goals and objectives
- Ensure that periodic due dates throughout the new assessment period are met
- Seek additional training for the coordinator hold additional training sessions for unit faculty
- Continue marketing the minor and recruiting new students

Update of Progress to the Previous Cycle's PCI:

During the 2021-2022 academic year, the coordinator of the minor met with the other Tech Comm faculty to establish the goals and learning outcomes. In addition, the TC faculty met to assess the minor based on the goals and objectives. We used students' final projects from ENGL 4330 to assess the progress of our minor/certificate and found that students are performing at an adequate level (2 or 3 out of 4).

- We have established clear, measurable goals but will be revising these items during the academic year.
- We have been on time with all due dates this AY and will continue to do so.
- We are continuing to market the minor and certificate

New Plan for Continuous Improvement Item

Closing Summary:

Since we have established an assessment tool and strategy and have actively assessed the minor via ENGL4330 projects, our plan is to continue this assessment plan for Fall 2022. We will use the same rubric and will meet as a team to assess students' final projects for ENGL 4330. In addition, the 4330 instructor will hone on the three areas (rhetorical awareness, clarity of writing, and document design) throughout the course to better prepare students to succeed on the final project.