

Undergraduate Certificate in Technical Communication

Certificate Goal

Goal Description:

To offer students pursuing majors and minors outside of the department to acquire vital communication abilities through concentrated study in the field of technical and professional writing.

Providing Department: Undergraduate Certificate in Technical Communication

Progress: Ongoing

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Learning Objective

Learning Objective Description:

Students will learn best practices for professional written communication that can be applied to their major, minor, or future career goals.

RELATED ITEM LEVEL 2

Indicator, Criterion, and Findings

Indicator Description:

To assess the certificate in Technical and Professional Writing, we will focus on an advanced Technical Writing course, ENGL 4330--Writing in the Professions--as the site for our assessment. This course is one that students in our certificate will take after completing the basic Tech Writing class, ENGL 3330--Intro to Technical Writing.

The instructor who teaches ENGL 4330 will submit the final projects of all students. The assessment team will assess the following aspects of the projects:

1. Clarity of writing
2. Rhetorical awareness
3. Use of document design principles

Criterion Description:

Since this is the first cycle for certificate assessment, the program faculty will be developing Criterion for student outcomes.

Findings Description:

Attached are the findings from our first assessment of the certificate -- from Spring 2022.

Attached Files

 [Findings from first assessment.docx](#)

RELATED ITEM LEVEL 3

Action

Action Description:

Revise goals and objectives based on the findings from our 4330 assessment from Spring 2022 and Fall 2022.

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 certificate, but we were unable to track how many new students added the certificate to their degree plan. We also not achieve other objectives, such as meeting assessment due dates. These shortcoming can be attributed to the mid-summer change in coordinator of the certificate. With these findings and results from this past year, the certificate in Technical and Professional Writing will take the following actions:

- Create a system to track new students in the certificate program
- 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 certificate 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.