

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

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.

Target Description:

Faculty will submit the goals and process for assessment.

Results Description:

We have informally discussed further goals and performance objectives but have not formalized them yet.

RELATED ITEM LEVEL 3

Create Goals and Objectives

Action Description:

We need to meet as a program faculty for a specific meeting to discuss our program's goals and objectives. We will plan to do so early in the fall 2023.

RELATED ITEM LEVEL 3

Meet to determine program objectives and identity

Action Description:

We will hold a meeting to determine our program mission, objectives, and identity. From there, we will be in a better position to assess other aspects of the program.

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 with 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

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.

Target Description:

Minor will add five new minor students.

Results Description:

Updated numbers indicate a slight drop in enrollment, so we did not meet this indicator.

RELATED ITEM LEVEL 3

Plan events

Action Description:

We held a successful World Usability Day event in November 22. For this coming year, we will hold two events, plus exhibit at Saturday@Sam.

RELATED ITEM LEVEL 3

Recruit Students

Action Description:

We did post signage and create flyers. We also held an event for World Usability Day to increase awareness of our program. We need to deliberately recruit from our service course and hold more sessions, as well as visit Saturday@Sam, to recruit students.

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

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.

Update of Progress to the Previous Cycle's PCI:

We made no deliberate effort as a faculty to do this in the past year. We need to plan to meet and deliberately address our undergrad program mission and decide collectively what we want our students to be able to do upon leaving the program. From there, we can develop plans for growth and assessment.

New Plan for Continuous Improvement Item

Closing Summary:

The former Undergraduate Coordinator of our program stepped down at the end of the spring 23 semester. As the incoming coordinator, I would like us to step back from our prior assessment plans and deliberate as a faculty on the following items:

- What should our students be able to do upon graduation?
- What is our program's mission?
- What is our programs objectives?

Starting here will give us an agreed-upon identity moving forward. From there, we can work to assess our current courses to determine if we are meeting these objectives and fulfilling this identity. Then, we can market the program and recruit more students.