

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

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:

Initially, last summer, we did develop a rubric and engaged in scoring student documents. This work was left unfinished, though.

RELATED ITEM LEVEL 3

Develop rubric for assessment

Action Description:

We carried out an assessment, but the findings were never finalized. We will re-deliberate as a group this year for a plan moving forward.

RELATED ITEM LEVEL 3

Meet to determine program objectives

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.

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 completion of the certificate?
- 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.