

Technical Communication MA

Develop and align program strategy

Goal Description:

The Technical Communication program will develop innovative mission, purpose, vision statements that establish a unified organizational strategy. This strategy will be aligned across the various Technical Communication programs to project a single brand image.

Providing Department: Technical Communication MA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Develop and implement program strategy

Performance Objective Description:

Program faculty will brainstorm and develop a singular, cohesive program strategy and brand that aligns with SHSU's strategic plan.

RELATED ITEM LEVEL 2

Develop program strategy statements and align program with new strategy

KPI Description:

Faculty will brainstorm and produce the following program strategy statements:

- Mission statement
- Values statement
- Vision statement
- Program objectives

Processes by which this development will occur include the following:

- Director will create shared document
- Faculty will discuss general ideas for strategy during program meetings
- Director will draft initial statements
- Faculty will revise, edit, and comment on shared document
- Faculty will finalize statements during program meeting

Program will align all program elements with program strategy by doing the following:

- Update website content
- Update social media content
- Update marketing copy
- Update course syllabi

Target Description:

Benchmarks for success in this objective include the following:

- Comprehensive program strategy document with mission, vision, and value statements, as well as objectives
- Updated website content with program strategy statements
- Updated social media content reflecting program strategy
- Updated marketing copy reflecting program strategy
- Updated course syllabi with syllabus statement about program

Results Description:

We made progress towards this goal by producing a rough draft of a comprehensive program strategy document with mission, vision, and value statements, as well as objectives, though the document is not complete and not ready to be shared. We also updated some program social media to reflect this strategy (LinkedIn).

We did not update website content, marketing copy, or course syllabi to reflect these changes, though.

Our program is transitioning to a new interim program director and is also hiring two new faculty to replace faculty who are leaving in the fall. These changes have slowed work on some of these items, though we will continue to work towards developing these documents and materials to align with our program strategy.

RELATED ITEM LEVEL 3

Action - Program Strategy

Action Description:

There has been a change of directors, and as such no actions have been assessed

Develop skills, competencies, and POVs

Goal Description:

Students will develop specific skills, competencies, and points of view needed by professional technical communicators.

Providing Department: Technical Communication MA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Demonstrate essential knowledge and skills of technical communication

Learning Objective Description:

Students will be able to demonstrate a knowledge of the guiding theories of technical communication:

- Rhetorical awareness
- User centeredness

Students will be able to demonstrate essential skills of technical communicators:

- Design principles
- Clarity of writing

RELATED ITEM LEVEL 2

Assess student knowledge and skills

Indicator Description:

At the end of the graduate program, students will curate representative works from across their graduate studies to produce an ePortfolio, write a Critical Review essay, and present their portfolio to colleagues and faculty. These products will satisfy the academic requirements for the MA in Technical Communication and demonstrate the students' abilities to potential employers. Students will present their portfolios to a committee of faculty from the program who will assess them according to the attached heuristic form.

Attached Files

 [TCOM Portfolio Report Updated 2023.pdf](#)

Criterion Description:

80% of students will score 80% or better. To establish this standard, the graduate faculty consulted other programs' plans and discussed desired outcomes. Because graduate students are required to maintain a B (or higher) average, an 80% score on the portfolio was accepted as the minimum goal; similarly, the faculty agreed that an 80% success rate among our students was the base-level representation of our meeting the needs of students and the program.

Students achieving a score of at least "Pass" on the attached heuristic form for their Overall Score represents an 80%.

Attached Files

 [TCOM Portfolio Report Updated 2023.pdf](#)

Findings Description:

Over the past academic year, we had three graduate students complete their ePortfolios in Technical Communication (3 in Fall 2023 and none in Spring 2024). All three students received scores of at least Pass. This means we exceeded our goal of 80% of students achieving a score of at least "Pass" on the above attached heuristic form for their Overall Score, with 100% of students doing so.

RELATED ITEM LEVEL 3

Action - Assess student knowledge and skills

Action Description:

There has been a change of directors, and as such no actions have been assessed

Recruit new students

Goal Description:

The program will make efforts to recruit an adequate number of students to grow the MA program. Program personnel will market the program through various approaches.

Providing Department: Technical Communication MA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Execute a recruiting strategy

Performance Objective Description:

Faculty will recruit students into the program:

- Identify students with strengths in communication, writing, and research and approach them with information about the MA program
- Present marketing materials about the program in all upper-level technical communication classes, as well as ENGL 3330
- Post consistently to social media account on LinkedIn

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

- Participate in Saturday@Sam beginning in Fall 2023
- Promote the MA on bulletin boards and digital signage across campus
- Plan and host program-sponsored event during 2023-24 academic year
- Table at least once per semester at graduate events
- Exhibit at STC Summit 2024

RELATED ITEM LEVEL 2

Market program in relevant venues

KPI Description:

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

- Continue to participate in Saturday@Sam
- Promote the MA on bulletin boards and digital signage across campus
- Plan and host program-sponsored events during the academic year
- Table at least once per semester at graduate events
- Exhibit at STC Summit 2024

Processes by which this recruiting effort will happen include the following:

- Each faculty member will be placed in rotation to present at Saturday@Sam using program-created materials
- Signage will be updated in the Evans Complex and CHSS
- Faculty will focus on planning events demonstrates value of degree
- Tabling events will be identified and target, and each faculty member will be placed in rotation to table program using program-created materials
- Two faculty members will attend and exhibit the program at the STC Summit

Target Description:

Benchmarks for success in this effort include:

- Program will have presented at both fall and spring Saturday@Sam events
- Signage will be updated to match current program strategy
- Event about technical communication will be hosted on campus during Spring 2024
 - Will promote event on relevant campus services
- Program will have tabled at least once per semester at graduate events
- Program will have attended and exhibited at STC Summit

Our program goal is to net any positive growth across 2023-24 from 2022-23. At the end of 2022-23, our program had 14 enrolled graduate students, so our goal at the end of 2023-24 is to have 15 enrolled graduate students.

Results Description:

Our work in this area was largely successful.

We presented at both Saturday@Sam events (fall - April O'Brien; spring - Shyam Pandey and Kristin Bennett). We tabled a graduate program fair (Shyam Pandey). We distributed materials at these events and online.

Due to program leadership and faculty changes, we were unable to host a spring event for students, and we were unable to participate in the STC conference.

We have achieved our goal of 15 enrolled students as of this writing, with a couple more applications for the fall still to be considered.

RELATED ITEM LEVEL 3

Action - Marketing

Action Description:

There has been a change in directors and information is not available

RELATED ITEM LEVEL 2

Recruit new students

KPI Description:

Faculty will recruit students into the program:

- Identify students with strengths in communication, writing, and research and approach them with information about the MA program
- Present marketing materials about the program in all upper-level technical communication classes, as well as ENGL 3330
- Post consistently to social media account on LinkedIn

Processes by which this recruiting effort will happen include the following:

- Each faculty member identifying at least one student per semester to contact about the MA program and reporting back results
- Graduate director will meet with all upper-level face-to-face classes to provide overview of MA program
- Online module will be created for online sections of upper-level courses and 3330 courses
- Brochures will be distributed to face-to-face courses
- Program will make LinkedIn posts that average one per week throughout the year

Target Description:

Benchmarks for success in this effort include:

- Faculty report identified students during faculty meetings (6 graduate faculty = 12 students per year)
- Graduate director will meet with all upper-level face-to-face classes to provide overview of MA program
- Online module will be created, distributed, and updated at least once per year
 - Work with instructional designer to distribute to all online courses
- Should distribute at least 200 brochures
- Program should make approximately 50 LinkedIn posts

Our program goal is to net any positive growth across 2023-24 from 2022-23. At the end of 2022-23, our program had 14 enrolled graduate students, so our goal at the end of 2023-24 is to have 15 enrolled graduate students.

Results Description:

Because of leadership and faculty changes in the program, we were unable to complete any of the above items, but grass-roots efforts to recruit did help us achieve our enrollment goals.

We have achieved our goal of 15 enrolled students as of this writing, with a couple more applications for the fall still to be considered.

New Update to Previous Cycle's Plan for Continuous Improvement Item

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

Closing Summary

We will target the following goals for 2023-24:

- Revise our program's graduate handbook to reflect the changes in our new courses, tracks, and faculty.
- Implement more marketing actions that involve in-person and virtual events, social media, and professional outreach.
- Develop a graduate certificate to attract more working professionals who want a new credential.
- Focus on creating a stronger sense of community for our online graduate students to prevent attrition.

Update of Progress to the Previous Cycle's PCI:

The goals for 2023-24 were not completely met.

New Plan for Continuous Improvement Item

Closing Summary:

The T-Com program will continue to address the goals set in 2023-2024 to include:

- Revise our program's graduate handbook to reflect the changes in our new courses, tracks, and faculty.
- Implement more marketing actions that involve in-person and virtual events, social media, and professional outreach.
- Develop a graduate certificate to attract more working professionals who want a new credential.
- Focus on creating a stronger sense of community for our online graduate students to prevent attrition.