

# Undergraduate Certificate in Technical Communication

## Align with program strategy

### Goal Description:

The certificate program will align with the innovative mission, purpose, vision statements that establish a unified organizational strategy.

**Providing Department:** Undergraduate Certificate in Technical Communication

### RELATED ITEMS/ELEMENTS -----

#### RELATED ITEM LEVEL 1

##### Update program documentation to reflect program strategy

###### Performance Objective Description:

Once the program strategy mission, values, and purpose statements are written, program personnel will revise and update documentation, including websites, social media, marketing materials, and course materials, to reflect program strategy.

#### RELATED ITEM LEVEL 2

##### Select program documentation to update

###### KPI Description:

Faculty will review existing program documentation, determine and revise select program documents, and publish or distribute accordingly.

###### Target Description:

Once the program strategy is complete, personnel will update the following documents:

- The website description of the certificate program
- Program brochure
- Course syllabi

Additionally, social media will expand to include the minor program.

###### Results Description:

This year, our Technical Communication Program underwent significant changes in terms of human resources. Several faculty members involved in program administration, along with a few others, left the university while a newly appointed program coordinator was preparing to assume administrative duties. Although we had planned to complete the data analysis during the summer, we had to refocus on hiring new faculty to fill the vacant positions. As a result, we have not been able to conduct a program evaluation this year.

#### RELATED ITEM LEVEL 3

##### Action - Program documentation updates

###### 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:** Undergraduate Certificate in Technical Communication

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 theory of technical communication:

- Rhetorical awareness

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

- Design principles
- Clarity of writing

RELATED ITEM LEVEL 2

**Assess student work**

**Indicator Description:**

Attached is the rubric that we use to assess a randomized sample of final products submitted in ENGL 3378 Designing Written Documents, which is required course in the Technical and Professional Writing certificate.

Attached Files

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

**Criterion Description:**

Once per academic year, we will evaluate ten randomly selected student products from ENGL 3378. Using the rubric provided, our goal is for at least eight of these products to receive an average score of 3.0 or higher.

Attached Files

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

RELATED ITEM LEVEL 3

**Action - Assess student work**

**Action Description:**

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

**Recruit new students for program**

**Goal Description:**

The program will make efforts to recruit an adequate number of students to sustain, if not grow, the minor program. Program personnel will market the program through various approaches.

**Providing Department:** Undergraduate Certificate in Technical Communication

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 minor in Technical and Professional Writing
- Present marketing materials about the program in classes, especially, ENGL 3330
- Post consistently to social media accounts

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

- Participate in Saturday@Sam beginning in Fall 2024
- 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
- Plan and host program-sponsored events during the 2024-25 academic year

#### RELATED ITEM LEVEL 2

##### **Check program enrollment numbers**

###### **KPI Description:**

The undergraduate coordinator will check with the department office and gather accurate enrollment numbers for the minor program.

###### **Target Description:**

We do not currently have an accurate number of students who are doing Tech Comm certification.

The undergraduate coordinator will check by the end of Fall 2024 for accurate numbers and again in Spring 2025. At this time, our goal is to see an increase in declared certifications.

#### RELATED ITEM LEVEL 3

##### **Action - Program enrollment numbers**

###### **Action Description:**

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

#### RELATED ITEM LEVEL 2

##### **Recruit students**

###### **KPI Description:**

The program will actively engage in recruiting students to sustain the certificate program offering all certificate courses each year online and at least two courses per year face to face.

###### **Target Description:**

The benchmark to determine success will be all offered courses making enrollment.

###### **Results Description:**

Given the recent finding that the certificate is not eligible for financial aid, we are extending this goal through the next cycle.

#### RELATED ITEM LEVEL 3

##### **Action - Recruitment**

###### **Action Description:**

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

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

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

#### **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.

**Update of Progress to the Previous Cycle's PCI:**

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

**New Plan for Continuous Improvement Item**

**Closing Summary:**

**The certificate program is going to be revamped so that it meets CPOS standards for financial aid**

This information will be shared with social media, the SAM Center, and in other outlets to get the word out once the curriculum changes have taken place. Curriculum updated will be made in Fall 24, so that we can implement as soon as possible.