

A deleted record cannot be edited

## Program Deactivation Proposal

Date Submitted: 11/22/24 2:24 pm

# Viewing: **TWUEGC : Technical Writing and User Experience Design Graduate Certificate**

Last approved: 10/07/24 7:34 am

Last edit: 01/14/25 10:33 am

Changes proposed by: nrgreen

Catalog Pages Using this Program

- [English \(ENGL\)](#)
- [Technical Writing and User Experience Design \(TWUE\)](#)

End Catalog                      Fall 2025

No new students admitted after:

### In Workflow

1. ARSC Dean Initial
2. GRAD Dean Initial
3. Provost Initial
4. Director of Curriculum Review and Program Assessment
5. Registrar Initial
6. Institutional Research
7. ENGL Chair
8. ARSC Curriculum Committee
9. ARSC Dean
10. Global Campus
11. Provost Review
12. Graduate Council
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

### Approval Path

1. 11/22/24 3:02 pm Christopher Schulte (cschulte):

- Approved for ARSC  
Dean Initial
2. 01/07/25 11:33 am  
Ed Bengtson  
(egbengts):  
Approved for GRAD  
Dean Initial
3. 01/07/25 1:34 pm  
Jim Gigantino  
(jgiganti): Approved  
for Provost Initial
4. 01/13/25 10:54 am  
Lisa Kulczak  
(lkulcza): Approved  
for Director of  
Curriculum Review  
and Program  
Assessment
5. 01/14/25 10:33 am  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
6. 01/14/25 12:33 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
7. 01/14/25 12:45 pm  
Yajaira Padilla  
(ympadill):  
Approved for ENGL  
Chair
8. 01/27/25 12:13 pm  
Nik Rowan  
(nrgreen): Approved  
for ARSC Curriculum  
Committee
9. 01/27/25 12:48 pm  
Christopher Schulte  
(cschulte):

Approved for ARSC  
Dean

10. 01/27/25 12:49 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
11. 01/28/25 9:02 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review
12. 02/20/25 2:54 pm  
Phyllis Howell  
(pahowell):  
Approved for  
Graduate Council

## History

1. May 19, 2015 by  
Adam Pope  
(arpope)
2. May 29, 2023 by  
Ryan Cochran  
(rcc003)
3. Dec 21, 2023 by  
Gina Daugherty  
(gdaugher)
4. Sep 10, 2024 by  
Amanda Corbell  
(ac087)
5. Oct 7, 2024 by Jean  
Mitchell (jem03)

### Fall 2024

Allow students in  
program to complete  
through:

### Spring 2026

Number of students  
still enrolled:

4

Courses Deleted as a result of this action:

How will students in the deleted program be accommodated?

Students will be offered the rest of the full sequence of courses in the program before it sunsets. The summer 2025 10-week semester will combine with the current semester and spring in order to provide students with a chance to take every single course before the sunset. In the case where a student cannot take a course to finish, they are allowed to take an on-campus Rhetoric and Composition graduate course (excluding Composition Pedagogy) for program fulfillment. In rare cases where this does not allow for completion, a student will be offered the chance to take an Independent Study course to finish the program.

How will funds from the deleted program be reallocated?

N/A The program was revenue neutral.

Deactivation attachments

- [LON TWUEGC.pdf](#)
- [TWUEGC - Deletion - Ltr of Notification\\_Rev\\_BOT.pdf](#)

Justification for this request

The Technical Writing & User Experience Design (Grad Certificate) is not meeting the ADHE viability requirements and/or are not enrolling at the rate or graduating students at the rate the College articulated to the Board of Trustees and ADHE when the program was created. Plans to help the program meet the viability standards have not be successful.

Submitter:	User ID:	yongko	Phone:	575-5252
Program Status	Active			
Academic Level	Graduate			
Type of proposal	Certificate			
Effective Catalog Year	Fall 2025			
College/School Code	Fulbright College of Arts and Sciences (ARSC)			
Department Code	Department of English (ENGL)			
Program Code	TWUEGC			

Degree Graduate Certificate

CIP Code

23.1303 - Professional, Technical, Business, and Scientific Writing.

Program Title

Technical Writing and User Experience Design Graduate Certificate

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary between two or more colleges or schools?

No

Do the proposed changes impact any specific course(s) from another college or school?

No

What are the total 12 hours needed to complete the program?

## On-line/Web-based Information

Reason for offering

Web-based Program

The certificate program targets working professionals who are looking to improve their skills in writing in business environments or looking to credential themselves for such work. Most such individuals often already work a full-time job that makes attending on-campus courses a burden at best.

In addition, of our existing graduate students in the program, around 75% of them have opted to take online courses where possible, citing the increased flexibility of that mode of instruction.

Maximum Class Size 12 for Web-based Courses

Course delivery mode

<b>Method(s)</b>
Online

Class interaction mode

<b>Method(s):</b>
Electronic Bulletin Boards

Percent Online

100%

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization

None are outsourced or supplied by consortia partners.

Estimate Costs of the Program over the First 3 Years      Costs currently included in existing staffing

List Courses Taught by Adjunct Faculty

Upload Memorandum of Understanding Forms (if required)

## Program Requirements and Description

Requirements

**Requirements:** Students must earn a grade of ‘B’ or better for all courses used to fulfill the requirements of the **Technical Writing and User Experience Design Graduate Certificate.**

<a href="#"><u>ENGL 55203</u></a>	Technical Writing and UX for Online Audiences	3
<a href="#"><u>ENGL 55103</u></a>	Design, Editing, and Publication for Technical Writers	3
<a href="#"><u>ENGL 55003</u></a>	Style and Context for Tech Writers (Style and Context for Tech Writers)	3
<a href="#"><u>ENGL 55303</u></a>	Technical Writing Praxis	3
Total Hours		12

Are Similar Programs available in the area?

Yes

List institutions in Arkansas offering similar programs

University of Arkansas, Little Rock--Masters in Professional and Technical Writing

List institutions in the surrounding region offering similar programs  
N/A

Why is the Program needed if offered at other institutions?

Note: Certificate program has already been approved and was okayed previously by UALR. There are no other graduate certificates in Technical Writing and User Experience Design in Arkansas. There is a Masters of Arts in Professional and Technical Writing offered by the University of Arkansas, Little Rock, but the programs do not overlap extensively. The program at Little Rock required 36-42 hours of coursework in addition to a master’s thesis or online portfolio, and has a core curriculum in Composition Theory, Rhetorical Theory, Language Theory, and Theory of Technical Communication. The proposed certificate program’s core curriculum is focused on Document Design, Writing Online, and Technical Writing Praxis, offering a much different focus of combining technical writing theory with workplace-oriented practice. Additionally, the graduate certificate will be offered entirely online, an option not given to students taking part in the MA from Little Rock and giving an added level of convenience for working professionals looking to increase their credentials in technical writing and user experience design.

Estimated Student Demand for Program 15-20 per incoming class.

Scheduled Program 2027-2028

Review Date

Program Goals and Objectives

**Program Goals and Objectives**

The Technical Writing and User Experience Design Graduate Certificate is a 12 credit-hour program conceived as a rigorous and broad-based curriculum in the research, writing, and publication of texts for public and professional audiences. Reflecting the dual focus on technical writing and user experience design, coursework in the graduate certificate will explore not only the practice and theory of technical writing, but the also the important role such work can play in advocating for and within local communities. Students will gain the theoretical and analytical skills needed to assess audience, medium, and genre choices for public and professional writing, as well project management and technical skills to produce texts for those writing environments. In each course, students will be challenged to adopt a reflective, research-driven, user-centered approach to text design and will finish each course with a text suitable for a professional portfolio. The Technical Writing and User Experience Design Graduate Certificate is designed for working professionals looking to increase their skill and credentials in workplace writing and advocacy as well as graduate students looking to gain skill and knowledge in public and professional writing.

## Learning Outcomes

**Learning Outcomes**

Students who complete the Technical Writing and User Experience Design Graduate Certificate will be expected to do the following:

- Analyze the rhetorical situation of professional and public writing tasks through theory-driven audience research and analysis;
- Produce high-quality texts that meet the audience, medium, and genre needs of a given writing task;
- Oversee and manage large-scale writing projects in the professional and public writing workplace;
- Utilize industry-standard technology and techniques to produce texts for online and paper-based audiences;
- Compile a portfolio of professional-quality texts from their coursework as evidence of their skill in technical writing;
- Analyze technical information and synthesize texts that relay that information to audiences of varying levels of skill and proficiency in the subject matter;
- Demonstrate an understanding of, and ability to write in, a variety of styles;
- Leverage user-centered usability testing and textual editing skills to tailor a text for specific audiences and their needs.

## Upload attachments

## Reviewer Comments

**Lisa Kulczak (lkulcza) (01/13/25 10:53 am):** Uploaded revised LON with appropriate dates.

**Lisa Kulczak (lkulcza) (01/13/25 10:53 am):** ATTENTION REGISTRAR: Please remove Undergraduate Council from the workflow.

**Gina Daugherty (gdaugher) (01/14/25 10:33 am):** Undergraduate Council removed from workflow.

Key: 337