

Date Submitted: 10/24/22 3:03 pm

Viewing: TWUEGC ~~TWRHGC~~ : Technical Writing
and User Experience Design ~~Public Rhetorics~~
Graduate Certificate

Last approved: 05/19/15 4:03 pm

Last edit: 11/10/22 2:56 pm

Changes proposed by: rcc003

Catalog Pages Using
this Program

Technical Writing and Public Rhetorics (TWRH).
English (ENGL).

Submitter:

User ID:

Phone:

479-575-3701
~~4755752286~~

rcc003 ~~arpope~~

Program Status

Active

Academic Level

Graduate

Type of proposal

Certificate

Select a reason for this modification

Changing Title of an Existing Certificate, Degree, or Major--(LON)

Effective Catalog Year

Fall 2023

College/School Code

Fulbright College of Arts and Sciences (ARSC)

Department Code

Department of English (ENGL)

Program Code

TWUEGC ~~TWRHGC~~

Degree

Graduate Certificate

CIP Code

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. 10/24/22 11:35 am Jeannie Hulen (jhulen): Approved

- for ARSC Dean
Initial
2. 10/24/22 11:38 am
Christa Hestekin
(chesteki):
Approved for GRAD
Dean Initial
3. 10/24/22 12:00 pm
Jim Gigantino
(jgiganti): Approved
for Provost Initial
4. 10/24/22 1:33 pm
Alice Griffin
(agriffin): Rollback
to Initiator
5. 10/24/22 3:16 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
Initial
6. 10/24/22 4:18 pm
Christa Hestekin
(chesteki):
Approved for GRAD
Dean Initial
7. 10/24/22 4:24 pm
Jim Gigantino
(jgiganti): Approved
for Provost Initial
8. 10/25/22 8:39 am
Alice Griffin
(agriffin): Approved
for Director of
Curriculum Review
and Program
Assessment
9. 10/25/22 10:04 am
Gina Daugherty
(gdaugher):

- Approved for Registrar Initial
10. 10/25/22 10:20 am
Doug Miles
(dmiles): Approved for Institutional Research
11. 10/25/22 11:27 am
William Quinn
(wquinn): Approved for ENGL Chair
12. 10/27/22 9:48 am
Ryan Cochran
(rcc003): Approved for ARSC Curriculum Committee
13. 10/27/22 10:42 am
Jeannie Hulen
(jhulen): Approved for ARSC Dean
14. 10/27/22 11:07 am
Suzanne Kenner
(skenner): Approved for Global Campus
15. 10/27/22 11:10 am
Jim Gigantino
(jgiganti): Approved for Provost Review
16. 11/17/22 4:48 pm
Christa Hestekin
(chesteki):
Approved for Graduate Council

History

1. May 19, 2015 by
Adam Pope
(arpope)

Program Title

Technical Writing and User Experience Design ~~Public Rhetorics~~ Graduate Certificate

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/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 ~~20~~
for Web-based
Courses

Course delivery
mode

Method(s)

Online

Class interaction
mode

Method(s):

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)

Letter_of_Notification_13.docx

Program Requirements and Description

Requirements

Requirements:~~In order to complete the Graduate Certificate in Technical Writing and Public Rhetorics, students must complete 12 credit hours of coursework, with at least 6 of these hours coming from the Technical Writing and Public Rhetorics corecurriculum. The additional 6 hours of credit may come from a list of approved elective courses or from additional courses from the corecurriculum.~~ Students Students must earn a grade of ‘B’ or better for all courses used to fulfill the requirements of the ~~the Graduate Certificate in~~ **Technical Writing and**

User Experience Design Graduate Certificate ~~: Public Rhetorics:~~

Core Curriculum		6-9
Minimum 6 hours required		
<u>ENGL 5523</u>	Writing with Style and Managing Teams in Technical Writing	3
<u>ENGL 5513</u>	Design, Editing, and Publication for Technical Writers	3
<u>ENGL 5503</u>	<u>Course ENGL 5503 Not Found (Style and Context for Tech Writers)</u>	<u>3</u>
<u>ENGL 5533</u>	Technical Writing Praxis	3
Elective Courses		3-6

~~Maximum of 6 hours allowed~~

ENGL-5963	Advanced Studies in Technical Writing and Public Rhetorics
ENGL-5973	Advanced Studies in Rhetoric and Composition
ENGL-6973	Seminar in Rhetoric and Composition

Total Hours

12

~~In addition to coursework, students are required to complete a Technical Writing and Public Rhetorics Portfolio consisting of at least 4 pieces from the student's coursework in the program. Other relevant graduate coursework will be allowed on a case-by-case basis, subject to administrative approval and topical relevancy to the graduate certificate and its aims. Portfolio: Students must consult with the Director of the Graduate Certificate in Technical Writing and Public Rhetorics program during their final semester to develop and defend a portfolio. The program director will chair students' portfolio review committee; working with the director, students will choose two additional faculty members to serve on the committee and at least four pieces of writing to include in the portfolio. Students will work with the committee to polish those pieces to a level appropriate for publication or non-profit, government, or corporate use. When the portfolio is approved by the committee, students will host a public viewing of their works, and the portfolio will be added to the certificate program's online repository of student work hosted by the university library.~~

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 ~~Public Rhetorics~~ 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. ~~public rhetorics~~.

Estimated Student 15-20 per incoming

Demand for Program class.

Scheduled Program 2027-2028 ~~Fall 2022~~

Review Date

Program Goals and Objectives

Program Goals and Objectives

The ~~Graduate Certificate in~~ Technical Writing and User Experience Design Graduate Certificate ~~Public Rhetorics~~ 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, ~~public rhetorics~~, 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 ~~Graduate Certificate in~~ Technical Writing and User Experience Design Graduate Certificate ~~Public Rhetorics~~ 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 ~~Graduate Certificate in~~ Technical Writing and User Experience Design Graduate Certificate ~~Public Rhetorics~~ 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;

Learning Outcomes

- 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.

Description and justification of the request

Description of specific change	Justification for this change
Change in name.	The name reflects the evolving focus of the certificate and aligns it better with trends in the field and wider professional world.
Course requirements stipulated.	<p>Previously, the certificate was built when the program was hybrid, and then transitioned to online. The new courses are simply canonizing the existing courses offered in topics sections to provide students with a clearer vision of what they need to graduate.</p> <p>Portfolio removed as courses now have a capstone collection of documents that removes the need for a secondary portfolio process.</p>
Course timeline changed.	The current program is completed in 4 semesters, which ends up being over a full calendar year. To support students finishing in a single calendar year, the program is realigning the schedule to allow a focus on the same content in a more efficient and student-centered way that allows for graduation in one calendar year.

Upload attachments

[TWUEGC - Title Change - Ltr of Notification \(UPDATED\).pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (10/24/22 1:21 pm): Revised schedule program review date to match the other programs in the English Department.

Alice Griffin (agriffin) (10/24/22 1:22 pm): Course in red has been submitted into the approval workflow. Currently pending Registrar Initial.

Alice Griffin (agriffin) (10/24/22 1:28 pm): Adjusted program title arrangement to match campus naming convention.

Alice Griffin (agriffin) (10/24/22 1:32 pm): Removed LON 13 from online MOU attachment. It is not necessary to include this historical document for this current request.

Alice Griffin (agriffin) (10/24/22 1:33 pm): Rollback: Please update the program goals and learning outcomes fields with new title and adjust as appropriate.

Alice Griffin (agriffin) (10/25/22 8:39 am): Inserted approval dates and renamed LON to match BOT naming convention.

Gina Daugherty (gdaugher) (10/25/22 10:04 am): Removed Undergraduate Council from workflow.

Key: 337