

**Proposal for a New/Revised
Major, Minor, Emphasis, Certificate**

INSTRUCTIONS:

- Prepare your proposal according to the following outline. (Hand written forms will not be accepted.)
 - Attach the new/current catalog copy with all affected changes clearly noted. List all courses and requirements, indicate new courses, deleted courses and/or course changes.
Note: *A form must be submitted for each change.*
 - Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures to be added to the agenda. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.
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I. Identification of Department(s)/Program(s): **English/Professional Writing Certificate and Minor**

II. Is this a New or Revised Proposal? New Revised

Type of proposal: Major Minor Emphasis Certificate

Title of Proposal: **Revised Professional Writing Certificate and Minor**

III. Rationale for the proposal:

- a. What research/evidence supports the need for the proposal?
Continued low enrollments.
- b. How will it support departmental philosophy/mission and existing curriculum? How will it support the philosophy/mission and existing curriculum of your School/College and the University?
Provides students with research and writing skills to succeed in professional environments, thus supporting the departmental goal of helping students become better thinkers and writers and the university goal of "real-world" education.

c. List the learning objectives/outcomes:

Students who earn the certificate will be able to

- Analyze the purpose, audience, and context of a specific writing task and use that analysis to complete the task effectively.
- Conduct a variety of types of research, including library research, interviews, and surveys, essential to many professional writing tasks.
- Understand and follow the conventions of specific types of documents produced in professional settings, including feasibility reports, grant proposals, and business plans.
- Plan and write collaboratively with others.
- Critique and edit their own and others' writing for rhetorical effectiveness as well as style, usage, and mechanics.
- Understand and apply the basic principles of successful web-based communication.
- Employ principles of effective visual design.

d. How will these outcomes be assessed?

The outcomes will be assessed by reviewing a required portfolio of research, writing, and editing samples. The portfolio will contain one sample from each required course. The portfolio course, WRIT 4600, already exists and is already required for the certificate.

e. Why is this being proposed?

The current programs are not attracting sufficient numbers of students. The current programs take a "smorgasboard" approach to professional writing in which students take a variety of different writing classes and learn the basics of several types of professional writing.

We are finding that many of the students who are interested in the certificate do not want exposure to a range of specific types of professional writing; instead, they seek to strengthen the fundamental skills of planning, research, writing, and editing that they might use in a variety of careers. In other words, many of the students attracted to a certificate in professional writing do not want to become professional writers. They want professional writing skills that will strengthen their ability to excel in a range of professions. The revised certificate program is designed to provide such skills.

The minor has been retained as a "smorgasboard" program for students who are interested in exploring and practicing the skills necessary for a variety of professional writing careers. However, it has been revised to account for the fact that WRIT 2400 Introduction to Professional Writing will become very specifically tailored to introduce certificate students to the rest of that highly structured program. WRIT 2400 will no longer work for both certificate and minor and will not be needed for the minor.

f. Will this proposal have an impact on other Webster departments, schools/colleges or campuses (including overseas)? Yes No. If yes, please provide a brief explanation.

g. What Campus(es) will offer this?

To my knowledge, only the home campus. I don't think any of the other sites offer enough of the necessary courses.

h. Does this proposal require a new course? Yes No. If yes, what course(s)?

i. Does this proposal require a new prefix? Yes No. If yes, what prefix?

Note: A New Course Proposal Form and/or Course Change Form must be submitted with this proposal for any course(s) affected by this change (including those that are converting to the new prefix.)

IV. Staffing Information:

a. What additions or changes in staffing are necessary for this proposal?

None.

b. How will this be coordinated?

c. Who will coordinate this program? (name, title and department)

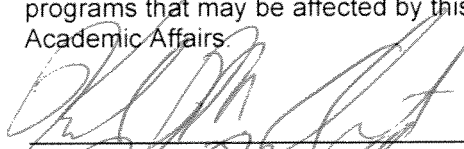

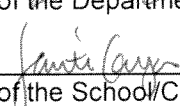
Karla Armbruster, Coordinator of Professional Writing, English Dept.

V. Feasibility information:

- a. What are the resources necessary for this proposal? (space, equipment, etc)
No new resources.
- b. What are the projections for enrollment and growth for this upon implementation?
We will be working with Admissions and Advising to determine this.

VI. Endorsements & Approvals:

Please have the Chair of the Department/Committee, Dean of each School/College and other programs that may be affected by this proposal, review prior to submission to the Office of Academic Affairs.

 _____	<u>11/26/09</u> _____
Petitioner	Date
 _____	<u>11/26/09</u> _____
Chair of the Department/Committee	Date
 _____	<u>11/26/09</u> _____
Dean of the School/College	Date
_____	_____
Chair of the Curriculum Committee	Date

Distribution:

Academic Affairs
Registrar

Dean, School/College
Chair, Department

Chair, Committee
Academic Advising (UG)

Revised Catalogue Copy for Professional Writing Certificate and Minor (English)

Professional Writing

The minor and certificate in professional writing are designed for students who want to learn about - and prepare to meet - the writing and other communication challenges found in business, nonprofit, governmental, and community settings.

NEW: The certificate is designed for students who want a highly structured program that provides the broad-based research, writing, and editing skills necessary to excel in any field or profession.

Students who pursue the minor can choose from courses in areas such as journalism, writing for public relations and advertising, screenplay and scriptwriting, creative writing, and business and technical writing as well as editing, linguistics and rhetoric, and cross-cultural communication.

Minor in Professional Writing

To complete a minor in professional writing, students must take 18 credit hours from the list below. Students should consult with the professional writing program advisor in order to tailor the program to their specific interests.

~~WRIT 2400 Introduction to Professional Writing~~ ~~3 hours~~
~~15 credit hours from the following (with no more than 9 credit hours from any single prefix, with the exception of WRIT):~~

ADVT 2910 Writing for Advertising	3 hours
ANSO 2030 Culture and Communication	3 hours
ENGL 2150 Creative Writing: Poetry	3 hours
ENGL 2160 Creative Writing: Fiction	3 hours
ENGL 2170 Creative Writing: Playwriting	3 hours
ENGL 3450 Reading and Writing Autobiography	3 hours
ENGL 4170 Creative Writing: Nonfiction	3 hours
ENGL 4200 Contemporary Linguistics	3 hours
JOUR 1030 Fundamentals of Reporting	3 hours
JOUR 2140 Advanced Reporting	3 hours
JOUR 2170 Copyreading/News Editing	3 hours
JOUR 3130 Feature Writing	3 hours
JOUR 3150 Topics in Modern Media (Film Criticism, Editorial Writing, Zines and the Art of Self Publishing, Entertainment Journalism, and others upon approval of English Dept.)	3 hours
JOUR 4170 Investigative Journalism	3 hours

JOUR 4380 Magazine Journalism	3 hours
MEDC 1050 Introduction to Media Writing	3 hours
SPCM 3600 Rhetoric	3 hours
PBRL 2920 Writing for Public Relations	3 hours
SCPT 2900 Scriptwriting	3 hours
SCPT 3500 Writing Screenplays for Film	3 hours
SCPT 4400 Television Scriptwriting	3 hours
SCPT 4500 Advanced Scriptwriting	3 hours
WRIT 2072 Writing for Change	3 hours
WRIT 2090 Writing in the Workplace	3 hours
WRIT 3000 Professional Writing Practicum	1-3 hours
WRIT 3100 Report and Proposal Writing	3 hours
WRIT 3200 Technical Writing	3 hours
WRIT 4000 Topics in Professional Writing	3 hours

Certificate Program: Professional Writing

(18 required credit hours)

The certificate program in professional writing is open both to undergraduate students at Webster and to members of the larger community, including those who already have bachelor's degrees. To receive the certificate in professional writing, students must complete 18 credit hours as specified below with a grade of C or better in each course (when applicable). ~~Students are encouraged to consult with the professional writing program advisor in order to tailor the program to their specific interests.~~

~~No more than 9 hours towards the certificate may come from any single prefix, with the exception of WRIT.~~

KEEP: WRIT 2400 Introduction to Professional Writing 3 hours

~~6 credit hours from the following:~~

ADVT 2910 Writing for Advertising	3 hours
ENGL 2150 Creative Writing: Poetry	3 hours
ENGL 2160 Creative Writing: Fiction	3 hours
ENGL 2170 Creative Writing: Playwriting	3 hours
JOUR 1030 Fundamentals of Reporting	3 hours
JOUR 2140 Advanced Reporting	3 hours
JOUR 2170 Copyreading/News Editing	3 hours
MEDC 1050 Introduction to Media Writing	3 hours
PBRL 2920 Writing for Public Relations	3 hours
WRIT 2072 Writing for Change	3 hours
KEEP: WRIT 2090 Writing in the Workplace	3 hours

6 credit hours from the following:

ENGL 3450 Reading and Writing Autobiography	3 hours
ENGL 4170 Creative Writing: Nonfiction	3 hours
JOUR 3130 Feature Writing	3 hours
JOUR 3150 Topics in Modern Media (Film Criticism, Editorial Writing, Zines and the Art of Self Publishing, Entertainment Journalism, and others upon approval of English Dept.)	3 hours
JOUR 4170 Investigative Journalism	3 hours
JOUR 4380 Magazine Journalism	3 hours
SCPT 2900 Scriptwriting	3 hours
SCPT 3500 Writing Screenplays for Film	3 hours
SCPT 4400 Television Scriptwriting	3 hours
SCPT 4500 Advanced Scriptwriting	3 hours
WRIT 3000 Professional Writing Practicum	1-3 hours
KEEP: WRIT 3100 Report and Proposal Writing	3 hours
WRIT 3200 Technical Writing	3 hours
WRIT 4000 Topics in Professional Writing (all topics except Gender and Communication)	3 hours
NEW: WRIT 4000 Topics in Professional Writing: Research for Professional Writing	3 hours
NEW: WRIT 4000 Topics in Professional Writing: Editing and Stylistics	3 hours
NEW: WRIT 4000 Topics in Professional Writing: Writing for the Web	3 hours
<i>NOTE TO CURRICULUM COMMITTEE:-These are not technically new courses but were subsumed under the general listing for WRIT 4000 (crossed out above).</i>	
3 credit hours from the following:	
ANSO 2030 Culture and Communication	3 hours
ENGL 4200 Contemporary Linguistics	3 hours
SPCM 3600 Rhetoric	3 hours
WRIT 4000 Topics in Professional Writing: Gender and Communication	3 hours
KEEP: WRIT 4600 Professional Writing Portfolio Review	0 hours

Portfolio Review for Certificate in Professional Writing

Students who begin the certificate in professional writing in the 2007-08 academic year or later must submit a portfolio in order to graduate. Students will enroll in WRIT 4600: Professional Writing Portfolio Review (0 credit hours) in their final semester of undergraduate study. Students must pass WRIT 4600: Professional Writing Portfolio Review in order to receive the certificate in professional writing. Portfolios must be submitted to professional writing program coordinator by April 1 for May graduates, and by November 1 for December graduates.

The portfolio will be used as a means of assessing the knowledge and skills the student developed in the course of pursuing the professional writing certificate and will also help the English Department assess the quality and success of the certificate.

The portfolio will be assessed using the learning objectives for the professional writing program:

Upon completion of the program, students should **be able to**:

~~Be able to~~ analyze the purpose, audience, and context of a specific writing task and use that analysis to complete the task effectively.

NEW conduct a variety of types of research, including library research, interviews, and surveys, essential to many professional writing tasks.

NEW: Understand and follow the conventions of specific types of documents produced in professional settings, including feasibility reports, grant proposals, and business plans.

~~Be able to~~ plan and write collaboratively with others.

~~Be able to~~ critique **and edit their own and others'** writing (their own or others') ~~for based on~~ rhetorical effectiveness as well as usage and style, **usage** and mechanics.

NEW: Understand and apply the basic principles of successful web-based communication.

NEW: Employ principles of effective visual design.

~~—Be able to learn and adapt to the writing conventions, different genres, and requirements of various nonacademic rhetorical contexts.~~

~~Understand how cultural context influences the way language works.~~