

**ATTACHMENT 4C-1  
LETTER OF NOTIFICATION - 10**

**GRADUATE CERTIFICATE PROGRAM  
(12-18 SEMESTER CREDIT HOURS)**

1. Institution submitting request: **University of Arkansas—Fayetteville**
  
2. Contact person/title:  
**Dr. Sharon L. Gaber, Provost and Vice-Chancellor for Academic Affairs, ADMN 422, University of Arkansas, Fayetteville, AR 72701**
  
3. Phone number/e-mail address:  
**Dr. Sharon L. Gaber: Phone: 479-575-5459, e-mail: sgaber@uark.edu**
  
4. Proposed effective date: **August 2014**
  
5. Name of proposed Graduate Certificate Program (Program must consist of 12-18 semester credit hours from existing graduate courses). **Graduate Certificate in Technical Writing and Public Rhetorics**
  
6. Proposed CIP Code: **23.1303 Professional, Technical, Business, and Scientific Writing**
  
7. Reason for proposed program implementation?
8. The Graduate Certificate in Technical Writing and Public Rhetorics originated with a request by the Graduate College that the English Department create a graduate certificate program in professional writing to serve the Northwest Arkansas area. The Northwest Arkansas area has a wide array of small and large businesses, non-profits, and community organizations that do a great deal of writing, but currently have no pathway to let employees professionalize writing skills through the university. The program in Technical Writing and Public Rhetorics seeks to offer professionals a way to increase their skill and knowledge of writing in the professional and public sphere, and also offer individuals looking to enter the professional or public workplace as a writing specialist an avenue to prepare for the field. At the same time, the certificate offers graduate students already studying at the university the opportunity to increase their writing skills and better prepare themselves for careers outside of academia. The certificate program has generated excitement among a variety of intramural audiences including the Walton College, the College of Engineering, the Department of Journalism, Information Technology Services, and the Global Campus, with many of the aforementioned programs expressing their intention to direct students to at least some if not all of the courses we plan to offer. Additionally, the certificate program should prove to be popular with an extramural audience, with both Cathy Deck and Marion Dunagin assuring us they will work to promote the program for business and industry professionals in Northwest Arkansas.
  
9. Provide documentation that proposed program has received full approval by licensure/certification entity. (A graduate certificate offered for teacher licensure must be approved by the Arkansas Department of Education prior to consideration by the Coordinating Board).

There is no licensure/certification entity for Graduate Certificates in Technical Writing and Public Rhetorics

10. Will this program be offered on-campus, off-campus, or via distance delivery?  
The program will be offered on-campus and via distance delivery online.

11. Provide the following:  
a. Curriculum outline - List of required courses

### **Requirements for the Graduate Certificate in Technical Writing and Public Rhetorics**

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 core curriculum. The additional 6 hours of credit may come from a list of approved elective courses or from additional courses from the core curriculum. Students must earn a grade of 'B' or better for all courses used to fulfill the requirements of the Graduate Certificate in Technical Writing and Public Rhetorics. 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.

**Core Curriculum in Technical Writing and Public Rhetorics** (Minimum of 6 hours required):

| <b>Course#</b> | <b>Course Title</b>                         | <b>Hours</b> |
|----------------|---|--------------|
| ENGL           | 5513 Document Design for Technical Writers  | 3            |
| ENGL           | 5523 Technical Writing for Online Audiences | 3            |
| ENGL           | 5533 Technical Writing Praxis               | 3            |

**Approved Elective Courses** (Maximum of 6 hours allowed towards certificate completion):

| <b>Course#</b> | <b>Course Title</b>                      | <b>Hours</b> |
|----------------|--|--------------|
| ENGL           | 5973 Studies in Rhetoric and Composition | 3            |
| ENGL           | 6973 Seminar in Rhetoric and Composition | 3            |

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.

### **Technical Writing and Public Rhetorics Portfolio Requirements**

Students must consult with the director of the Graduate Certificate in Technical Writing and Public Rhetorics during their final semester of coursework in the program to develop and defend their Technical Writing and Public Rhetorics Portfolio. Working with the director, students will choose two additional members to create a portfolio review committee. Working with the director, students will choose a minimum of four pieces from their coursework to create their Technical Writing and Public Rhetorics Portfolio. Once chosen, students will work with the committee to polish those pieces to a level appropriate for publication or non-profit, government, or corporate use. Upon final approval by the portfolio committee, the student 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.

b. New course descriptions

**ENGL 5513 Document Design for Technical Writers**

This course explores the theory and practice of document design situated within the technical writing workplaces drawing on work in Technical Writing, Rhetoric and Composition, and Public Rhetorics. Special focus is given to combining theory with practice utilizing industry standard programs from the Adobe Creative Suite. Students will research, design, and create print-ready documents such as technical reports, manuals, and documentation. Service learning opportunities are encouraged, and students are expected to finish the course with a text of sufficient quality for use in their Technical Writing and Public Rhetorics Portfolio.

**ENGL 5523 Technical Writing for Online Audiences**

This course interrogates the challenges of writing technical texts for online audiences. Drawing on work in Technical Writing, Computers and Writing, as well as Rhetoric and Composition, students will learn the theory and practice of designing audience-specific technical texts for a variety of mediums and audiences online. Students will learn to plan and compose technical texts that are web-ready and device-agnostic using HTML, CSS, and the content management system Drupal. Special focus will be given to creating user-centered online technical writing environments for organizational use. Service learning opportunities are encouraged, and students are expected to finish the course with a text of sufficient quality for use in their Technical Writing and Public Rhetorics Portfolio.

**ENGL 5533 Technical Writing Praxis**

This course focuses on the process of applying theory to situated practice in technical writing, embodying the concept of praxis. The first portion of the course will lay out the fundamentals of technical writing theory, with the second half situating that theory within genre-specific practice. Topics will vary by instructor interest and expertise. Students will focus on applying technical writing theory to situated practice within specific genres, with a focus on reflective practice and service learning opportunities. Students are expected to finish the course with a text of sufficient quality for use in their Technical Writing and Public Rhetorics Portfolio.

c. Program goals and objectives

The Graduate Certificate in Technical Writing and 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 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 Public Rhetorics is designed for both 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.

d. Expected student learning outcomes

Students who complete the Graduate Certificate in Technical Writing and Public Rhetorics will be expected to:

- 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.

12. Identify off-campus location.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer:

Date: