

ATTACHMENT 4C**ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES**

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

**SECTION I: Approvals**

Department / Program Chair _____	Date Submitted _____	Graduate Council Chair _____	Date _____
College Dean _____	Date _____	Faculty Senate Chair _____	Date _____
Honors College Dean _____	Date _____	Provost _____	Date _____
Core Curriculum Committee _____	Date _____	Board of Trustees Approval/Notification Date _____	
University Course and Programs Committee _____	Date _____	Arkansas Higher Education Coordinating Board Approval/Notification Date _____	
Vice Provost for Distance Education _____ (for on-line programs)	Date _____		

**SECTION II: Profile Data - Required Information and Name Change Information**

Academic Unit:     Major/Field of Study     Minor     Other Unit \_\_\_\_\_  Policy  
 Level:             Undergraduate     Graduate     Law    Effective Catalog Year 2014

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name            None

College, School, Division ARSC

Department Code ENGL

Current Code (6 digit Alpha) NONE

Proposed Code (6 digit Alpha)    TWRHGC

Prior approval from the Office of the Registrar is required.

Interdisciplinary Program

CIP Code 23.1303

Prior assignment from Office of Institutional Research is required.

Proposed Name GRADUATE CERTIFICATE IN TECHNICAL WRITING AND PUBLIC RHETORICS

When a program name is changed, enrollment of current students reflects the new name.

**SECTION III: Add a New Program/Unit**

For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE  
<http://www.adhe.edu/divisions/academicaffairs/Pages/academicaffairs.aspx>

Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

**SECTION IV: Eliminate an Existing Program/Unit**

Code/Name \_\_\_\_\_ Effective Catalog Year \_\_\_\_\_

No new students admitted to program after Term: \_\_\_\_ Year: \_\_\_\_\_

Allow students in program to complete under this program until Term: \_\_\_\_ Year: \_\_\_\_\_

## SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: \_\_\_\_\_

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

## SECTION VI: Justification

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**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.**

## SECTION VII: Catalog Text and Format

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

## **GRADUATE CERTIFICATE IN TECHNICAL WRITING AND PUBLIC RHETORICS (TWRHGC)**

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**Graduate Certificate in Technical Writing and Public Rhetorics:** 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. 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.

**Prerequisites for Acceptance to the Graduate Certificate Program:** Admission to the certificate program will follow the University of Arkansas Graduate College requirements. Student may be enrolled in other graduate degree programs or may be admitted solely to earn the Graduate Certificate in Technical Writing and Public Rhetorics.

### **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.

**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_  
DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:

- (1) College (2) Department (3) Admissions (4) Institutional Research (5) Continuing Education (6) Graduate School  
(7) Treasurer (8) Undergraduate Program Committee

8/19/13