From:	Schroeder, Margaret <m.mohr@uky.edu>
Sent:	Friday, January 26, 2018 12:14 PM
To:	McCormick, Katherine; Brothers, Sheila
Cc:	Rice, Jeffrey
Subject:	Proposed New Graduate Certificate: Professional and Technical Writing
Attachments:	WRD Grad Cert SAPCS, 1_24, 2018.pdf

Proposed New Graduate Certificate: Professional and Technical Writing

This is a recommendation that the University Senate not approve, based on its academic excellence, the establishment of a new Graduate Certificate: Professional and Technical Writing, in the Department of Writing, Rhetoric, and Digital Studies within the College of Arts & Sciences.

Rationale:

The GC in Professional and Technical Writing proposes a one-year program offering advanced study in the core areas of professional and technical writing. The mission of the certificate is to develop professional competency with professional and technical writing: documentation, report writing, visual argument, presentation software, manuals and handbooks, case studies and related genres. Although open to all eligible students, this certificate will target active service military personnel who are required to engage in writing on a daily basis. The program anticipates a beginning enrollment of 20 students and a 10 students per year thereafter.

SAPC recognizes the value and need for this program at UK and the potential impact and desirability of such a program, especially for the targeted audience of Military Personnel. However, in reviewing the program on academic excellence, SAPC felt the program fell short in comparison to the benchmarks provided, including those within the state of Kentucky (see 2d and attached benchmark report provided by the proposers). Specifically, SAPC noted that UK's proposed program was only 9 credit hours compared to peer institutions which were found to be between 12 - 18 credit hours. SAPC did take into consideration the desired flexibility of the program including completing it asynchronously online, on a part-time basis in one year.

The revised proposal is attached.

Thanks!
Margaret

[Margaret J. Mohr-Schroeder, PhD](#) | Associate Professor of STEM Education - Mathematics | [SAPC University Senate Committee Chair](#) | [University Senator/Senate Council Member](#) | [STEM PLUS Program Co-Chair](#) | [Department of STEM Education](#) | [University of Kentucky](#) | [www.margaretmohrschroeder.com](#) | [Schedule a Meeting with Me](#)

A graduate certificate shall have a clear and focused academic topic or competency as its subject, meet a clearly defined educational need of a constituency group, such as required continuing-education or accreditation for a particular profession, respond to a specific state mandate or provide a basic competency in an emerging (preferably interdisciplinary) topic. Certificates are minimally nine graduate credit hours but typically no more than 15. Completed forms must receive appropriate department/school approval and sent to the college for review.

Once approved at the college level, your college will send the proposal to the Graduate Council for review. Once approved at the Graduate Council, the Graduate Council will send the proposal to the Senate Council office for additional review via a committee and then to the Senate Council. Once the Senate Council has approved the proposal, it is moved to the University Senate. Once approved by that body, the University Senate will send the proposal to the Registrar to be included in the Bulletin. The contact person listed on the form will be informed throughout this process.

By default, graduate certificates shall be approved for a period of six (6) years. Re-approvals are also for six years.

1. GENERAL INFORMATION

1a	Date of contact with Institutional Effectiveness[1]:
	☐ Appended to the end of this form is a PDF of the reply from Institutional Effectiveness.
1b	Home college: *College of Arts and Sciences*
1c	Home educational unit (department, school, college[2]): *Writing, Rhetoric and Digital Studies*
1d	Proposed certificate name: *Professional and Technical Writing*
1e	CIP Code (provided by Institutional Effectiveness): *23.1101*
1f	Requested effective date: ☐ Fall semester following approval. OR ☐ Specific Date[3]: *Fall 20*
1g	Contact person name: *Jeff Rice* Email: *j.rice@uky.edu* Phone: *5025422325*

2. OVERVIEW

2a	Provide a brief description of the proposed new graduate certificate. *(300 word limit)*
	The Graduate Certificate in Professional and Technical Writing is a one year program offering advanced study in core areas of professional and technical writing. The mission of this certificate is to develop professional competency with professional and technical writing: documentation, report writing, visual argument, presentation software, manuals and handbooks, case studies, and related genres. While open to all eligible students, this certificate's main audiences are active service military personnel who are required to engage in writing on a daily basis, scientists in need of technical writing, and humanities graduate students interested in working in technical

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[1] You can reach Institutional Effectiveness by phone or email (257-2873 or institutionaleffectiveness@uky.edu).
[2] Only cross-disciplinary graduate certificates may be homed at the college level.
[3] Certificates are typically made effective for the semester following approval. No program will be made effective unless all approvals, up through and including University Senate approval, are received.

writing. For one of our targets, the military provides financial support for continuing education at the graduate certificate or Masters Degree level and needs trained technical writers for all of its writing demands.

2b This proposed graduate certificate (check all that apply):

☒ Has a clear and focused academic competency as its subject.

☒ Meets a clearly defined educational need of a constituency group (e.g. continuing education or licensing)

☐ Responds to a specific state mandate.

☒ Provides a basic competency in an emerging, preferably interdisciplinary, topic.

2c **Affiliation.** Is the graduate certificate affiliated with a degree program? *(related to 3c)*   Yes ☐ No ☒
If "yes," include a brief statement of how it will complement the program. If "no," incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at UK. *(300 word limit)*

2d **Duplication.** Are there similar regional or national offerings?   Yes ☒   No ☐
If "Yes," explain how the proposed certificate will or will not compete with similar regional or national offerings.
Murray State offers a 15 hour certificate in Professional Writing. Northern Kentucky University offers an 18 hour certificate in Professional Writing. University *of Louisville does not offer a program like this.*
No program addresses the technical writing demands faced by specific organizations such as active military, science graduate students seeking workplace writing skills, or humanities graduate students seeking technical writing credentials for employment. No other program offers a degree designed as flexible for specific organizations - at 9 hours. Our certificate can be completed within one year, part-time, and on a flexible asynchronous basis that allows working professionals to continue their studies.

2e **Rationale and Demand.** State the rationale for the new graduate certificate and explain the need for it (e.g. market demand, student requests, state mandate, interdisciplinary topic). *(400 word limit)*
This certificate meets the needs of organizations where professional and technical writing skills are in demand, such as content management, visual argumentation, and technical writing. One specific audience, for example, is the military. Military personnel file reports, write manuals (leadership, policy, usage of technology or weapons), file legal reports, compose documentation, compose policy, respond to the public, and use visual presentation software and other visual technical documents. Writing is an active part of military work, yet there are few resources for officers to further their writing abilities as demanded by their day to day performance. All officers have to write, and many will write professionally within the military. This certificate will be in high demand among officers wishing to further their education in this area. Humanities graduates often look for employment in technical industries, but lack the technical writing background required to compete for such jobs or to advance if already employed. Scientists must engage in technical writing (lab reports, documentation, technical reports, grant proposals) but seldom receive specific training in these genres at the undergraduate or graduate levels.

2f **Target student population.** Check the box(es) that apply to the target student population.

☒ Currently enrolled graduate students.

☒ Post-baccalaureate students.

2g Describe the demographics of the intended audience. *(150 word limit)*

The certificate will be open to all students interested in expanding advanced professional writing skills; our primary audiences will be military personnel enrolled in continuing education who specifically need advanced study in professional and technical writing because of their jobs, science graduate students whose workplace writing requires technical writing skills, and humanities graduate students who need credentials for employment in technical writing .

2h	**Projected enrollment.** What are the enrollment projections for the first three years?		
		Year 1	*Year 2 (Yr. 1 continuing + new entering)*	*Year 3 (Yrs. 1 and 2 continuing + new entering)*
	Number of Students	20	30	30

2i	**Distance learning (DL).** Initially, will any portion of the graduate certificate be offered via DL?	Yes ☒ No ☐
	If "Yes," please indicate below the percentage of the certificate that will be offered via DL.	
	1% - 24% ☐ 25% - 49% ☐ 50% - 74% ☐ 75 - 99% ☐ 100% ☒	

If "Yes," describe the DL course(s) in detail, including the number of required DL courses. *(300 word limit)*

The certificate will be offered completely online using Canvas. Students will be required to take all three courses online. The courses will be sequenced over two semesters so that students can complete the certificate in one year on a flexible, part-time basis.

3. ADMINISTRATION AND RESOURCES

3a	**Administration.** Describe how the proposed graduate certificate will be administered, including admissions, student advising, retention, etc. *(150 word limit)*
	Working with the Graduate School, WRD will admit students who already have a BA/BS, have at least a 2.5 undergraduate GPA and meet all Gradaute School entrance requirements. Advising will be handled by the Director of the certificate program and department chair and retention will be monitored by the department's Steering Committee.

3b	**Faculty of Record and Certificate Director.** *(related to 2c)* The faculty of record consists of the graduate certificate director and other faculty who will be responsible for planning and participating in the certificate program. The director must be a member of the Graduate Faculty of the University and is appointed by the dean of the Graduate School. The faculty of record must be comprised of three or more faculty. At least three members of the graduate certificate's faculty of record must be members of the Graduate Faculty.
	The graduate certificate is affiliated with a degree program. Yes ☐ No ☒
	If "Yes," list the name of the affiliated degree program below. If "No," describe below the process for identifying the faculty of record and the certificate director, including selection criteria, term of service, and method for adding and removing members. *(150 word limit)*
	The Department Chair will serve as the certificate director. The faculty of record will be all factuly in the Department of Writing, Rhetoric and Digital Studies that are members of the graduate faculty.

3c	**Course utilization.** Will this graduate certificate include courses from another unit(s)? Yes ☐ No ☒
	If "Yes," two pieces of supporting documentation are required.

☐ Check to confirm that appended to the end of this form is a letter of support from the other units' chair/director[4] from which individual courses will be used. The letter must include demonstration of true collaboration between multiple units[5] and impact on the course's use on the home educational unit.

☐ Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.

3d	**Financial Resources.** What are the (non-course) resource implications for the proposed graduate certificate, including any projected budget needs? *(300 word limit)*	
	There are no new financial resources needed. WRD will use its current Department Manager to assist with scheduling and adminstration of the three courses. WRD faculty will teach in the program. WRD will use its own financial resources (generated by our textbook revenue) to support marketing. Canvas is already in place for online courses.	
3e	**Other Resources.** Will the proposed certificate utilize resources (e.g. departmentally controlled equipment or lab space) from additional units/programs?	Yes ☐ No ☒
	If "Yes," identify the other resources that will be shared. *(150 word limit)*	

If "Yes," two pieces of supporting documentation are required.

☐ Check to confirm that appended to the end of this form is a letter of support from the appropriate chair/director[4] of the unit whose "other resources" will be used.

☐ Check to confirm that appended to the end of this form is verification that the chair/director of the other unit has consent from the faculty members of the unit. This typically takes the form of meeting minutes.

4. IMPACT

4a	**Other related programs.** Are there any related UK programs and certificates?	Yes ☐ No ☒
	If "Yes," describe how the new certificate will complement these existing UK offerings. *(250 word limit)*	

If "Yes," two pieces of supporting documentation are required.

☐ Check to confirm that appended to the end of this form is a letter of support from each potentially-affected academic unit administrators.

☐ Check to confirm that appended to the end of this form is verification that the chair/director has input from the faculty members of the unit. This typically takes the form of meeting minutes.

5. ADMISSIONS CRITERIA AND CURRICULUM STRUCTURE

5a	**Admissions criteria.** List the admissions criteria for the proposed graduate certificate. *(150 word limit)*	
	Students must have earned a BA/BS by the time of enrollment. Undergraduate GPA of at least 2.5. Official transcripts for all undergraduate work.	

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[4] A dean may submit a letter only when there is no educational unit below the college level, i.e. there is no department/school.
[5] Show evidence of detailed collaborative consultation with such units early in the process.

5b   **Core courses.** List the required core courses below.

Prefix & Number	Course Title	Credit Hrs	Course Status[6]
WRD 702	*Professional and Technical Writing*	3	New
			Select one....
			Select one....
			Select one....
			Select one....
	Total Credit Hours of Core Courses:	3	

5c   **Elective courses.** List the electives below.

Prefix & Number	Course Title	Credit Hrs	Course Status[7]
WRD 612	*Ethical and Legal Issues in Professional and Technical Writing*	3	New
WRD 614	*Visual Rhetoric and Persuasion*	3	New
WRD 704	*Technical Editing*	3	New
			Select one....
			Select one....
			Select one....

5d	Are there any other requirements for the graduate certificate? If "Yes," note below. *(150 word limit)*	Yes ☐ No ☒

5e	Is there any other narrative about the graduate certificate that should be included in the Bulletin? If "Yes," please note below. *(300 word limit)*	Yes ☐ No ☒

The Graduate Certificate in Professional and Technical Writing requires a total of 9 credit hours. 3 credit hours of WRD 702 and 6 credit hours of elective courses.

6. ASSESSMENT

6a   **Student learning outcomes.** Please provide the student learning outcomes for the graduate certificate. List the knowledge, competencies, and skills (learning outcomes) students will be able to do upon completion. (Use action verbs, not simply "understand.") *(250 word limit)*

see attached table

6b   **Student learning outcome (SLO) assessment.** How and when will student learning outcomes be assessed? Please map proposed measures to the SLOs they are intended to assess. Do not use grades or indirect measures (e.g. focus groups, surveys) as the sole method. Measures likely include artifacts such as course-embedded assessment (e.g., portfolios, research papers or oral presentations); and course-embedded test items (embedded

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[6] Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

[7] Use the drop-down list to indicate if the course is a new course ("new"), an existing course that will change ("change"), or if the course is an existing course that will not change ("no change").

test questions, licensure/certification testing, nationally or state-normed exams). *(300 word limit)*

A major assignment will be collected from each course over the first year to determine learning effectiveness and alignment with SLOs. A subset of the faculty of record will read these artifacts and conduct an assessment based on a rubric of competency achievement. After the program's first year, one SLO will be assessed each year within a three year cycle.

6c	**Certificate outcome assessment[8].** Describe evaluation procedures for the proposed graduate certificate. Include how the faculty of record will determine whether the program is a success or a failure. List the benchmarks, the assessment tools, and the plan of action if the program does not meet its objectives. *(250 word limit)*

WRD will conduct post-graduate surveys to determine student satisfaction as well as post-graduate surveys of employers to determine workplace satisficaiton and matching of instruction with workplace demand. WRD will assess completion rates as well. If 90% of students enrolled are not completing the certificate, WRD will reassess its curriculum and design.

7. OTHER INFORMATION

7a	Is there any other information about the graduate certificate to add? *(150 word limit)*

This certificate offfers a unique opportunity to meet a specific demand regarding writing for active military, science graduate students, and humanities graduate students seeking employment in technical writing (where there is high demand). As one example of this demand, military self-studies point to the need for continued writing instruction of its officer corps and the failure of the miliatry to address its writing needs regarding policy, technical documentation, visual argumentation, and writing for public audiences.

8. APPROVALS/REVIEWS

Information below does not supersede the requirement for individual letters of support from educational unit administrators and verification of faculty support (typically takes the form of meeting minutes).

	Reviewing Group Name	Date Approved	Contact Person Name/Phone/Email	
8a	(Within College) *In addition to the information below, attach documentation of department and college approval. This typically takes the form of meeting minutes but may also be an email from the unit head reporting department- and college-level votes.*			
	A&S EPC	9/20/16	Christia Brown /	Chanfr
	A&S Assoc. Dean	3/22/17	Anna Bosch /	Andelbrand
			/ /	
			/ /	
8b	(Collaborating and/or Affected Units)			
			/ /	
			/ /	
			/ /	
			/ /	
			/ /	
			/ /	
			/ /	
			/ /	

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[8] This is a plan of how the certificate will be assessed, which is different from assessing student learning outcomes.

			/ /	

8c	(Senate Academic Council)	Date Approved	Contact Person Name
	Health Care Colleges Council (if applicable)		
	Graduate Council		

Rationale for a Certificate in Professional and Technical Writing
Writing, Rhetoric, and Digital Studies

The certificate in Professional and Technical Writing is a response to two direct calls for flexible, online graduate education at UK.
1. The former Provost's continuing calls for additional graduate certificates for non-traditional or non-resident students.
2. Three targeted audience needs regarding such a certificate so that they may continue their education and/or advance their current employment.

The certificate in Professional and Technical Writing is designed for three main audiences.
1. Military personnel in need of continuing education in technical writing.
2. Humanities graduates working as technical writers who need additional graduate certification for job placement or for additional employment.
3. Science graduates who need additional instruction and certification for employment as they switch to general and technical writing in their related fields.

WRD research and interviews with active military personnel and program leaders revealed a need for writing instruction at the graduate level. Military officers engage actively in work requiring strong writing and communication skills, including but not limited to:
1. The formation of policy and instruction.
2. The writing of technical manuals for equipment, strategy, procedures and policy.
3. The writing of legal briefs, reports, advocacy, and documentation (within military operations – lost equipment, deaths, conduct, etc.)
4. The ability to visually present to internal and public audiences (strategy, policy, public response).
5. The writing of ethical concerns regarding military operations domestically and abroad in theaters of operation.

The military financially supports continuing graduate education for its personnel. A flexible, online certificate will find a strong audience among such personnel because of such a need and the guaranteed military support. The University has already signed a memorandum or understanding with Fort Campbell to provide continuing education.

The two secondary audiences for this certificate can be identified among professionals interested in expanding their experience, knowledge, and professional credentials but who are unable to attend a face to face course for doing so.

Humanities alt-c graduates (even those with BAs) often find employment in technical or other professional writing venues. Without a background in technical writing, however, they can find obstacles to advancement. This degree offers such individuals an opportunity to enroll in a flexible and rewarding program.

Science graduates, primarily in Biology and Chemistry, who have not had strong writing instruction during their undergraduate experience will enroll in the program in order to strengthen their workplace skills, and seek out opportunities in the writing of technical documentation (medical instruments, pharmaceuticals, hospital policy, shareholder documents for those working for large companies, PSAs, technical documentation of products and/or findings). Catalent Pharma in Winchester has already expressed interest in asking employees to enroll in a certificate program like ours.

This certificate will provide the important and needed education in technical writing, visual writing and presentation, legal writing, and technical editing that individuals in the military, working in technical writing, and working in science writing would not have received during their undergraduate education. With intent to provide the best education possible in a 9 credit certificate, we have specifically focused on these four important areas to technical and professional writing. Our proposed certificate offers essential coverage in WRD 702 and WRD 704 while also offering unique specialization in visual rhetoric and legal writing, two areas not offered in the majority of benchmarked universities the University of Kentucky often compares its programs to. In addition, this program will be offered online, thus providing flexible educational opportunities to students who cannot move to Lexington and attend face to face instruction.

Courses
The certificate is designed so that all students take **WRD 702 Professional and Technical Writing** in order to learn genres, argument, and usage of technology. Students can fulfill the rest of the certificate's 9 credits by choosing among

WRD 612: Ethical and Legal Issues in Technical Writing. This course teaches the genres of legal writing – briefs, advocacy letters, petitions – by asking students to focus on important legal and ethical issues relevant to their workplace (military personnel file such documents on a regular basis regarding injury, death, lost equipment, policy issues; scientists must address ethical and legal concerns of their work).
WRD 614 Visual Rhetoric and Persuasion. This courses teaches the fundamentals of visual expression - essential to all technical and professional writing - including document design, video, presentation skills, and the usage of specific visual information tools such as infographics.
WRD 704 Technical Editing. This course offers students extensive work in the editing aspects of technical writing which include attention to style, format, grammar, and punctuation.

Students enrolled in this program will have access to Canvas, the online Writing Center, and the library – the same as any other student enrolled at UK in a face to face class or online class.

SLOs for Certificate in Professional and Technical Writing
Assessment Methods and Measures
Direct Methods:

- WRD 604, WRD 702, WRD 704 [SLO 1]
  - Students produce stylistically correct technical and professional documents in appropriate and common print and digital genres. Students acquire technical writing skills suitable for employment in contemporary organizations.
  - Holistic scoring of analytic writing randomly selected from assignments: proposals, manuals, websites, reports, and infographics.
- WRD 612 [SLO 2]
  - Students are able to analyze ethical, legal, and rhetorical issues in professional and technical writing.
  - Holistic scoring of appropriate deliverables such as single source research documents, technical reports, mission statements, and infographics.
- WRD 614 [SLO 3]
  - Students learn visual communicative strategies for informative, argumentative, and presentation demands.
  - Holistic scoring of appropriate deliverables such as document design exercises, infographics, Power Point Presentations, and video presentations.

Cycle and Data Analysis

Assessment of student learning takes place throughout the program and occurs in all courses. Program faculty will be asked to maintain records of course-level assessment. Program- level assessment data will only be gathered at summative points in the curriculum.

The program will follow a three year assessment cycle, with SLO 1 assessed in year one, SLO 2 assessed in year two , and SLO 3 assessed in year three. All students must be evaluated for course purposes. Therefore, all student data will be gathered for the purposes of the program assessment

From:	Bosch, Anna
Sent:	Wednesday, October 25, 2017 3:25 PM
To:	Pearson, RaeAnne M; Schroeder, Margaret; Rice, Jeffrey
Cc:	Weber, Ann D; OSPIE; Harmon, Camille
Subject:	RE: Professional and technical Writing

Follow Up Flag:	Follow up
Flag Status:	Flagged

Dear RaeAnne,
Thanks very much, we appreciate your help.
Anna

From: Pearson, RaeAnne M
Sent: Wednesday, October 25, 2017 2:24 PM
To: Bosch, Anna <anna.bosch@uky.edu>
Cc: Weber, Ann D <ann.weber@uky.edu>; OSPIE <ospie@l.uky.edu>
Subject: Professional and technical Writing

Dear Dr. Bosch,
Thank you for your email regarding the proposed program, **Professional and Technical Writing, Graduate Certificate (23.1101).**

My email will serve 2 purposes: 1.) Next steps for SACSCOC, and 2.) Verification and notification that you have contacted OSPIE—a Senate requirement for proposal approval.

1. **Next steps for SACSCOC:** None required
2. **Verification that OSPIE has reviewed the proposal:** Based on the proposed documentation presented and the Substantive Change Checklist, the proposed program does not constitute a substantive change as defined by the University or SACSCOC, the university's regional accreditor. Therefore, no additional information is required by the Office of Strategic Planning & Institutional Effectiveness at this time. The proposed program may move forward in accordance with college and university-level approval processes.

Should you have questions or concerns about UK's substantive change policy and its procedures, please do not hesitate contacting me.

RaeAnne Pearson, PhD
Office of Strategic Planning & Institutional Effectiveness
University of Kentucky
Phone: 859-218-4009
Fax: 859-323-8688
Visit the Institutional Effectiveness Website: http://www.uky.edu/ie

see blue.

1

From:	Jackson, Brian A
Sent:	Monday, October 23, 2017 10:53 AM
To:	Harmon, Camille
Subject:	RE: New Cmte Item (SAPC)_Proposed New Graduate Certificate in Professional and Technical Writing

Hi Camille:

I see no problem with the certificate being administered by the department steering committee (or perhaps a graduate certificate sub-committee?) as stated in the application, as long as the members have Graduate Faculty status even in another department. I would provide their names in the application/response.

Best,

Brian

University of **Kentucky**
The Graduate School

Brian A. Jackson, Ph.D.
Interim Dean
101B Ezra Gillis Building I Lexington, KY 40506-0033
(859) 257-7132 I www.gradschool.uky.edu

From: Harmon, Camille
Sent: Monday, October 23, 2017 8:19 AM
To: Jackson, Brian A
Subject: RE: New Cmte Item (SAPC)_Proposed New Graduate Certificate in Professional and Technical Writing

Good Morning Brian,

No, the certificate would be housed in the Department of WRD. One of SAPC's questions was in regard to WRD not having graduate faculty. I guess we are a little confused on the requirements regarding a graduate certificate and affiliated faculty. I was under the impression that a minimum of 3 Associates/Affiliates of the Graduate Certificates must be members of the Graduate Faculty. They are in this case, but their graduate faculty is in another department. Is it not true that graduate faculty have to be affiliated with a graduate program? WRD does not have a graduate program, so these individuals would not be able to have a graduate faculty appointment with WRD. I have attached the faculty in WRD that have graduate faculty appointments. Michael Pennell is the only person who has an expired appointment. I pulled this information directly from FDB and cross referenced it with the Graduate School webpage.

This would be similar to our Graduate Certificate in Cognitive Science.

Please let me know if I am incorrect, or if I have misunderstood any of the graduate certificate requirements.

Thank you for all of your help!

Camille Harmon

Dean's Office Administrative Assistant
College of Arts and Sciences
University of Kentucky
202 Patterson Office Tower
859-257-3966

From: Jackson, Brian A
Sent: Friday, October 20, 2017 8:09 PM
To: Harmon, Camille <camille.harmon@uky.edu>
Subject: Re: New Cmte Item (SAPC)_Proposed New Graduate Certificate in Professional and Technical Writing

Hi Camille:

There would be no problem at all appointing Jeff as DGC upon approval of this certificate. A question for you
... would the certificate be officially housed under the Department of English?

Best,

Brian

Brian A. Jackson, Ph.D.
Interim Dean
The Graduate School
University of Kentucky
Lexington, KY 40506-0033
Tel: 859.257.7126
E-Mail: brian.jackson@uky.edu
Web: www.gradschool.uky.edu

From: Harmon, Camille
Sent: Friday, October 20, 2017 11:07:43 AM
To: Jackson, Brian A
Subject: FW: New Cmte Item (SAPC)_Proposed New Graduate Certificate in Professional and Technical Writing

Good Morning Dr. Jackson,

We are addressing some of the questions/concerns from the SAPC regarding the proposed Graduate Certificate in
Professional and Technical Writing. Would you mind giving us approval, pending the approval of the proposed Graduate
Certificate, that Dr. Jeff Rice may be appointed as the Certificate Director? Dr. Rice is a full member of the graduate
faculty.

Please let me know if you need any additional information.

Thank you,

Camille Harmon

Dean's Office Administrative Assistant
College of Arts and Sciences
University of Kentucky
202 Patterson Office Tower
859-257-3966

From:	Rice, Jeffrey
Sent:	Wednesday, December 6, 2017 6:13 PM
To:	Harmon, Camille; Bosch, Anna
Subject:	Fwd: WRD Grad Certificate in Professional and Technical Writing

-------- Forwarded Message --------

Subject: WRD Grad Certificate in Professional and Technical Writing
Date: Wed, 6 Dec 2017 15:03:50 -0500
From: Clymer, Jeffory <jeff.clymer@uky.edu>
To: Rice, Jeffrey <j.rice@uky.edu>

Jeff,

The English Department discussed WRD's proposed Graduate Certificate in Professional and Technical Writing at its department meeting today (December 6) and voted unanimously that it does not conflict with courses or programs that we currently offer.

Yours,

Jeff

Jeffory A. Clymer
Professor and Chairperson
Department of English
University of Kentucky
859.257.2901
http://english.as.uky.edu/users/jaclym3
http://english.as.uky.edu/

From:	Rice, Jeffrey
Sent:	Tuesday, November 7, 2017 9:57 AM
To:	Harmon, Camille
Subject:	Re: WRD Graduate Online Certificate in Professional and Technical Writing

both of which emails?

On 11/7/17 9:55 AM, Harmon, Camille wrote:

> Hi Jeff,
>
> You will need both of these emails as well.
>
> Camille Harmon
> Dean's Office Administrative Assistant
> College of Arts and Sciences
> University of Kentucky
> 202 Patterson Office Tower
> 859-257-3966
>
> **From:** Rice, Jeffrey
> **Sent:** Tuesday, November 7, 2017 9:50 AM
> **To:** Harmon, Camille <camille.harmon@uky.edu>
> **Subject:** Fwd: WRD Graduate Online Certificate in Professional and Technical Writing
>
> Still haven't received one from English but was told it will come. I'll look over the changes you made and check them against the list I got. Given all the time that's passed, I'm not worried about this past deadline and waiting for the next meeting.
>
> Jeff
>
>
> -------- Forwarded Message --------
> **Subject:** WRD Graduate Online Certificate in Professional and Technical Writing
>   **Date:** Tue, 7 Nov 2017 08:37:47 -0500
>   **From:** Ivanov, Bobi <bobi.ivanov@uky.edu>
>   **To:** Rice, Jeffrey <j.rice@uky.edu>
>
>
> Dear Professor Rice,
>
> I am happy to inform you know that after consideration of the offering in the proposed WRD Online Graduate Certificate in Professional and Technical Writing by our faculty in the College of Communication and Information, we came up with the conclusion that the certificate will not overlap with our program's offerings and wish you the best moving forward with it.
>
> Best,

Bobi

Bobi Ivanov, MBA, Ph.D.
Associate Dean for Graduate Programs in Communication
Professor of Integrated Strategic Communication
College of Communication and Information
University of Kentucky
310J LCLI Little Library
160 Patterson Drive
Lexington, KY 40506-0224
(P) 859.257.9467
(F) 859.323.4243
(E) bobi.ivanov@uky.edu
(W) https://ci.uky.edu/grad

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Professor
Chair, Writing, Rhetoric, and Digital Studies
Martha B. Reynolds Professor in Writing, Rhetoric and Digital Studies
University of Kentucky

http://sweb.uky.edu/~jri236/

DispNameLastFirst	PrimApptCo	PrimApptD	DeptName	RecordType	FacStatTim	FacStatType	UKFacFlag	Rank	TitleSeries	TenureStatu	AsgnPeriod	JobGroup	NumPrimAppt	HrsCurrAsg	GFMemberText
Connors-Manke, Elizabeth A., Ph.D.	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	ASST	SPEC	TT	9	R	1	Y	Music Performance-ASSO-ACTIVE
Fernheimer, Janice W., Ph.D	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	ASSC	REG	TEN	9	R	1	Y	English-FULL-ACTIVE
Marksbury, Tom, Ph.D.	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	ASSC	SPEC	TEN	9	R	1	Y	English-ASSO-ACTIVE Communication-ASSO-ACTIVE
Rice, Jeffrey R., Ph.D	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	PROF	REG	TEN	9	R	1	Y	English-FULL-ACTIVE
Rice, Jennifer H., Ph.D	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	ASSC	REG	TEN	9	R	1	Y	English-FULL-ACTIVE
Ridolfo, James P., Ph.D.	AS	8E700	Writing, Rhetoric and Digital Studies	CURR	FT	REG	Y	ASSC	REG	TEN	9	R	1	Y	English-ASSO-ACTIVE

o UofL has a English Rhetoric and Composition PhD program. They do not have a certificate. It looks like the PhD requires 45 credit hours. http://louisville.edu/graduatecatalog/degree-programs/degree-programs-by-school/ga-	
o UK Benchmarks:	
o Michigan State Univ- Has an undergraduate degree in professional writing. https://reg.msu.edu/AcademicPrograms/ProgramDetail.aspx?Program=5635 a PhD in Rhetoric Writing, and an MA in	
o Ohio State Univ- Has an undergraduate minor in Professional Writing.	
o University of Arizona- I cannot find anything comparable.	
o University of California Davis- I cannot find anything comparable.	
o University of FL- I cannot find anything comparable.	
o University of Iowa- I cannot find anything comparable.	
o University of Michigan- I cannot find anything comparable.	
o University of Minnesota- MS and grad certificate in scientific and technical communication.	
o University of North Carolina- I cannot find anything comparable.	
o University of Wisconsin- I cannot find anything comparable.	
o National:	
o Univ of Washington has a Professional and Technical Writing Certificate that is a 3 course certificate program.	
o San Jose State University has an undergraduate certificate in Professional and Technical Writing.	
o Florida Atlantic University has an undergraduate certificate. http://fau.edu/ptwc/	
o George Mason has a Graduate Certificate in Professional and Technical Writing that is 18 credit hours.	
o UC Berkley has a specialized program in Professional Writing through extension that looks like it is open to the general public. https://extension.berkeley.edu/public/category/courseCategoryCertificateProfile.do?method=load&certificateId=17210	
o SMU has an online Technical Writing Certificate, but it looks like it is open to the public and is only one course. https://www.smu.edu/CAPE/ProfessionalDevelopment/TechnicalWriting/Program-Details	
o Duke- I don't see anything comparable.	

University of Kentucky

Schroeder, Margaret <mmohr2@g.uky.edu>

WRD Grad Certificate- SAPCS requested information.

Harmon, Camille <camille.harmon@uky.edu>   Wed, Jan 24, 2018 at 12:00 PM
To: "Schroeder, Margaret" <m.mohr@uky.edu>, "Rice, Jeffrey" <j.rice@uky.edu>
Cc: "Bosch, Anna" <anna.bosch@uky.edu>

Good Morning Margaret,

I have pulled a little more information regarding the programs you mentioned. Most of these programs are very broad and do not have the same focus that the our proposed graduate certificate has. The proposed Graduate Certificate in Professional and Technical Writing has a clear and focused academic competency as its subject, meets a clearly defined educational need of a constituency group, and provides basic competency in an emerging topic.

As noted in 2a the certificates main audience are active service military personnel who are required to engage in writing on a daily basis, scientists in need of technical writing, and humanities graduate students interested in working in technical writing. We are hoping to appeal to non-residential students, which is why we have chosen to offer this as an online graduate certificate. Most of the certificate programs that you mentioned are only offered in class.

I hope this information answers any questions/concerns that the SAPC may have regarding the coursework required for the proposed Graduate Certificate in Professional and Technical Writing. Please let me know if any additional clarification is needed.

Murray State University- According to Murray State's website they do not have a graduate certificate. Below are the graduate certificates that Murray State offers. I am not sure what certificate program they are referring to. They have a Professional and Technical Writing minor.

>   Gender Studies Certificate

>   Human Development and Leadership Certificate (Online)

>   Nonprofit Leadership Studies (NLS) Certificate (Online)

>   Organizational Dynamics Certificate

>   Telecommunications Systems Management Professional Certificate

>   Veterinary Hospital Management Graduate Certificate

Northern Kentucky University- NKU has a Graduate Certificate in Professional Writing that requires 18ch. The coursework required for NKU's certificate is not comparable to what is included in the graduate certificate we are proposing.

>   Research/Methods in Professional Writing- *Introduction to key theories and research methods in professional writing. WRITING STUDIES.*

>   Introduction to Graduate Studies- *Introduction to graduate level writing, research, and careers in English Studies. Required of all Master of Arts in English candidates.*

>   Grant Writing- *Theory and practice of preparing and analyzing grant applications. Special focus on the grant process in academic settings.*

History of Rhetoric- *Seminar in the history and theory of written rhetoric from the Classical Period to the present.*

Internship- *On-or off- campus internship in a variety of writing or literacy related set-tings, and creation/supervised revision of work.*

Fieldwork in community and literacy- *Fieldwork in community literacy and public engagement. Students engage in at least 20 hours of supervised service-learning work and research on-site within a community organization.*

Minnesota- The 15ch Graduate Certificate in Technical Communications is specifically geared towards post baccalaureate students. The certificate coursework does not compare to what we are requesting to offer.

Introduction to graduate students in Scientific and technical communication- *History of technical communication. Different audiences, purposes, genres, and emerging trends.*

International/intercultural issues. Students participate within a community of technical communication professionals.

International Professional Communication- *The increasingly global nature of communication presents new challenges and opportunities as communicators develop content for and work with clients and colleagues from other cultures. Moreover, professionals increasingly perform their work as part of global virtual teams using multiple synchronous and asynchronous technologies. Thus, this course includes resources and experiences designed to increase a student's skill at communicating with multicultural audiences, working as a member of international teams, and using multiple technologies as part of this work.*

Information Design: Theory and Practice- *This course examines how verbal, visual, data, and other forms of content can be designed and combined to create meaning, improve comprehension, and make information more usable. In particular, we will study the rhetorical roles visual elements play in print and digital communications, and how we as technical communicators can use visual means to reach audiences, convey information, and achieve rhetorical goals. We will read and discuss theory, practice information design skills, and apply both to real communications projects suitable for inclusion in a professional portfolio.*

Auburn University- They have a 12ch Graduate Certificate in Technical Communication. This certificate is only offered in the classroom. The coursework is similar to what we offer. Below are the 9ch of required coursework. Students chose 3ch of electives.

ENGL 7000: Technical and Professional Editing (3 hours)

ENGL 7010: Technical and Professional Communication: Issues and Approaches (3 hours)

ENGL 7080: Document Design in Technical and Professional Communication (3 hours)

Kansas State- They offer a 12ch Graduate Certificate. 3ch of required coursework and 9ch of electives. Based on the descriptions of the courses offered this certificate is not comparable to what we are requesting to offer.

https://www.k-state.edu/english/programs/techwriting/courses.html

South Florida- They offer a Graduate Certificate in Professional and Technical Communication that requires 15ch.

ENC 6261 - Professional & Technical Communication (3)

LIT 6934 - Practicum in Teaching Professional and Technical Communication (3)

Electives

ENC 6421 - Rhetoric and Technology (3)

ENC 6422 - New Media Production (3)

LIT 6934 - Rhetoric of Science, Technology and Medicine (3)

LIT 6934 - Rhetoric, Science Studies and the New Materialism (3)

ENC 6720 - Research Methods (3)

ENC 6339 - Historical Rhetorics (3)

ENC 6730 - Contemporary Rhetorics (3)

Camille Harmon

Dean's Office Administrative Assistant

College of Arts and Sciences

University of Kentucky

202 Patterson Office Tower

859-257-3966

From: Harmon, Camille
Sent: Wednesday, January 24, 2018 10:08 AM
To: 'Schroeder, Margaret' <m.mohr@uky.edu>; Rice, Jeffrey <j.rice@uky.edu>
Cc: Bosch, Anna <anna.bosch@uky.edu>
Subject: RE: WRD Grad Certificate- SAPCS requested information.

Good Morning Margaret,

I have fixed the typos you noted in the email below. Attached is the updated form. I will work with Jeff to address the concern regarding the number of credit hours. I will get back to you as soon as possible.

Thank you,

Camille Harmon

Dean's Office Administrative Assistant

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University of Kentucky

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