

Program Information Report

School of Professional Communication

We live in an age of communication. The School of Professional Communication is here to serve those who want to develop skills in radio broadcasting, technical communication or in print and online journalism. Select one of our programs and prepare yourself for an entry-level job or for transfer to a four-year institution.

Washtenaw Community College offers programs at two levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate in Arts is available for some programs. For some career fields, it is possible to earn a certificate and an Associate in Arts degree in the same field. In these cases, the credit hours from the certificate can be applied to the credit hours needed for the Associate in Arts degree.

Communication

Whether your goal is broadcasting, journalism or technical communication, these programs provide a foundation for entry-level jobs or to undertake advanced studies at a four-year institution.

Technical Communication (CTTC)

Certificate

Program Effective Term: Fall 2017

High Demand Occupation High Skill Occupation High Wage Occupation

As a fast-track program for career changers or a foundational program for first time professionals, this program provides the knowledge and skills necessary for writing end-user documentation such as printed manuals, online help systems and screencast training modules. Using tools of the technical communication profession, the student will develop skill in audience analysis; tutorial, procedure and reference guide writing; project management; document design; and usability testing. Designed to provide the student with practical and theoretical principles of technical communication, the program prepares students for employment in a wide variety of opportunities in the field. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical communication while pursuing the Associate in Arts Degree in Technical Communication.

Program Admission Requirements:

Basic computer literacy.

Major/Area Requirements		(20 credits)
ENG 107	Technical Writing I*	3
ENG 208	Technical Writing II	3
ENG 209	Technical Writing III	3
ENG 218	Technical Writing IV	3
ENG 245	Job Search Success Seminar	2
Elective	Select one GDT course from the following: GDT 104, GDT 106, GDT 107 or GDT 108	3-4
Elective	Select one WEB course from the following: WEB 110, WEB 113 or WEB 115	3-4

Minimum Credits Required for the Program:

20

Notes:

*Students with equivalent coursework/experience are encouraged to contact the program advisor for appropriate course placement.

Program Information Report

School of Professional Communication

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The next level, an Associate in Arts is available for some programs. For some career fields, it is possible to earn a certificate and an Associate in Arts degree in the same field. In these cases, the credit hours from the certificate can be applied to the credit hours needed for the Associate in Arts degree.

Communication

Whether your goal is broadcasting, journalism or technical communication, these programs provide a foundation for entry-level jobs or to undertake advanced studies at a four-year institution.

Technical Communication (CTTC)

Certificate

Program Effective Term: Fall 2016

High Demand Occupation High Skill Occupation High Wage Occupation

As a fast-track program for career changers or a foundational program for first time professionals, this program provides the knowledge and skills necessary for writing end-user documentation such as printed manuals, online help systems and screencast training modules. Using tools of the technical communication profession, the student will develop skill in audience analysis; tutorial, procedure and reference guide writing; project management; document design; and usability testing. Designed to provide the student with practical and theoretical principles of technical communication, the program prepares students for employment in a wide variety of opportunities in the field. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical communication while pursuing the Associate in Arts Degree in Technical Communication.

Program Admission Requirements:

Basic computer literacy.

Major Area Requirements

ENG 107	Technical Writing I*	3
ENG 208	Technical Writing II	3
ENG 209	Technical Writing III	3
ENG 218	Technical Writing IV	3
ENG 245	Job Search Success Seminar	2
Elective	Select one GDT course from the following: GDT 104, GDT 106, GDT 107 or GDT 108	3-4
Elective	Select one WEB course from the following: WEB 110, WEB 113, WEB 115 or WEB 157	3-4

Minimum Credits Required for the Program: 20

Notes:

**Students with equivalent coursework/experience are encouraged to contact the program advisor for appropriate course placement.*

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTTC Program Name: Technical Communication

Effective Term: Fall 2016

Division Code: HSBS Department: E/W

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input checked="" type="checkbox"/> Program admission requirements |
| <input checked="" type="checkbox"/> Remove course(s): GDT 105 | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): GDT 104, WEB 115 | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input checked="" type="checkbox"/> Description (see attachment) | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

GDT 105 is rarely offered and GDT 104 is an appropriate alternative.
 WEB 115 gives students more options in WEB elective area.
 Description change reflects changes at the course level.
 Program admission requirements should align with other WCC programs in Professional Communication.

Financial/staffing/equipment/space implications:

N/A

List departments that have been consulted regarding their use of this program.

Digital Media Arts

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Lisa Veasey		12/2/15
Department Chair	Carrie Krantz		12/3/15
Division Dean/Administrator	Kristin Good		12/3/15
Vice President for Instruction	Michael Nealon		1/25/16
President	Rose Bellanca		

Do not write in shaded area. Entered in: Banner 2/1/16 C&A Database 2/1/16 Log File Board Approval NA

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No copy logged 12/3/15
 Office of Curriculum & Assessment

Technical Communications (CTTC)

Description

* See Attachment

As a fast-track program for career changers or a foundational program for first time professionals, this program provides the knowledge and skills necessary for writing end-user documentation such as printed manuals and online help systems. Using the Adobe Technical Communication Suite, the student will develop skill in audience analysis; tutorial, procedure, and reference guide writing; project management; document design; and usability testing. Designed to provide the student with practical and theoretical principles of technical communication, the program prepares students for employment in a wide variety of opportunities in the field. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical communication while pursuing the Associate in Arts Degree in Technical Communication.

Admissions Requirements

Basic Computer Literacy.

~~Basic computer literacy, a general understanding of Windows OS and Office 2000 and experience using the Internet.~~

Contact Information

Humanities, Social & Behav Sci

Division

English/Writing Dept

Department

Lisa Veasey

Advisors

Requirements

(Items marked in orange are available online.)

Major/Area Requirements

Class	Title	Credits
<u>ENG 107</u>	Technical Writing I *	3
<u>ENG 208</u>	Technical Writing II	3
<u>ENG 209</u>	Technical Writing III	3
<u>ENG 218</u>	Technical Writing IV	3
<u>ENG 245</u>	Job Search Success Seminar	2

104^{4cr}

* Remove 105, Add 104

Select one GDT course from the following: GDT ~~105~~, GDT 106, GDT 107, GDT 108

3-4

Select one WEB course from the following: WEB 110, WEB 113, WEB 157^{3cr}

3-4

4cr.

WEB 115^{4cr}

20-22

Total

Total Credits Required

* Add WEB 115

Gainful Employment Disclosures

Footnotes

*Students with equivalent coursework/experience are encouraged to contact the program advisor for appropriate course placement.

Certificate: Technical Communication (CTTC)

As a fast-track program for career changers or a foundational program for first time professionals, this program provides the knowledge and skills necessary for writing end-user documentation such as printed manuals, online help systems, and screencast training modules. Using tools of the technical communication profession, the student will develop skill in audience analysis; tutorial, procedure, and reference guide writing; project management; document design; and usability testing. Designed to provide the student with practical and theoretical principles of technical communication, the program prepares students for employment in a wide variety of opportunities in the field. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical communication while pursuing the Associate in Arts Degree in Technical Communication.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTTWR Program Name: Technical Communication Certificate Effective Term: Fall 2011

Division Code: HSS Department: English/Writing

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|--|
| <input type="checkbox"/> Review | <input checked="" type="checkbox"/> Program admission requirements |
| <input checked="" type="checkbox"/> Remove course(s): <u>BOS 257, GDT 105, INP 150</u> | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): <u>ENG 107, Add INP & GDT restricted electives as options.</u> | <input type="checkbox"/> Program outcomes |
| <input checked="" type="checkbox"/> Program title (title was <u>Technical Writing Certificate</u>) | <input type="checkbox"/> Accreditation information |
| <input checked="" type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input checked="" type="checkbox"/> Other <u>Add notation about students with equivalent experience. *Students with equivalent coursework/experience are encouraged to contact the program advisor for appropriate course placement.</u> |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |
- Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

Financial/staffing/equipment/space implications:

List departments that have been consulted regarding their use of this program.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	LISA VEASEY		3/14/11
Department Chair	Carrie Krantz		3/15/11
Division Dean/Administrator	Bill Abernethy		MAR 16 2011
Vice President for Instruction			3/30/11
President			

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Program Information Report

School of Professional Communication

We live in an age of communication. The School of Professional Communication is here to serve those who want to develop skills in radio broadcast, technical writing, or in print and online journalism. Select one of our programs and prepare yourself for an entry-level job or for transfer to a four-year institution.

Communication

Prepare to transfer to a four-year school or begin a career in radio and/or other forms of broadcast arts.

Technical Communications (CTTC)

Certificate

Program Effective Term: Fall 2011

As a fast-track program for career changers or a foundational program for first time professionals, this program provides the knowledge and skills necessary for writing end-user documentation such as printed manuals and online help systems. Using the Adobe Technical Communication Suite, the student will develop skill in audience analysis; tutorial, procedure, and reference guide writing; project management; document design; and usability testing. Designed to provide the student with practical and theoretical principles of technical communication, the program prepares students for employment in a wide variety of opportunities in the field. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical communication while pursuing the Associate in Arts Degree in Technical Communication.

Program Admission Requirements:

Basic computer literacy, a general understanding of Windows OS and Office 2000 and experience using the Internet.

Major/Area Requirements		(20 credits)
ENG 107	Technical Writing I*	3
ENG 208	Technical Writing II	3
ENG 209	Technical Writing III	3
ENG 218	Technical Writing IV	3
ENG 245	Career Practices Seminar	2
Elective	Select one GDT course from the following: GDT 105, GDT 130, GDT 139, GDT 140	3-4
Elective	Select one INP course from the following: INP 140, INP 150, INP 152**, INP 153	3

Minimum Credits Required for the Program:

20

Notes:

*Students with equivalent coursework/experience are encouraged to contact the program advisor for appropriate course placement.

**INP 152 requires student to complete GDT 140 as a prerequisite.

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTTWR Program Name: Technical Writing Certificate

Effective Term: Fall 2006

Division Code: HSS

Department: English/Writing

Directions:

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|---|
| <input type="checkbox"/> Review | <input type="checkbox"/> Program admission requirements |
| <input checked="" type="checkbox"/> Remove course(s): ENG 185 | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Add course(s): ENG 218 | <input type="checkbox"/> Program outcomes |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information |
| <input type="checkbox"/> Description | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Advisors | |
| <input type="checkbox"/> Articulation information | |

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

To incorporate a new course without increasing the minimum credits required for the program.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

ENGLISH/WRITING

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Lisa Veasey		1/13/06
Department Chair	Carrie Krantz Fischer		1/17/06
Division Dean/Administrator			JAN 17 2006
Vice President for Instruction			2/6/06

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Technical Communication

Technical Writing (CTTWR)

Certificate

Program Effective Term: Fall 2006

This certificate program provides comprehensive instructions for students who wish to sharpen their skills in technical communication. As a fast-track program for career changers or a foundational program for first-time professionals, this program provides the knowledge and skills necessary writing end-user documentation such as printed manuals and online help systems. The student will develop skill in audience analysis, tutorial, procedure, and reference guide writing; project management, document design, technical editing, usability testing, and publishing. Designed to provide the student with practical and theoretical principles of technical writing, the program prepares students for employment in a wide variety of opportunities in technical communication. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs in the field of technical writing. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical writing while pursuing the Associate in Arts or Science Degrees in Technical Writing.

Program Admission Requirements:

ENG 107 or equivalent course coursework/experience, basic computer literacy, a general understanding of Windows OS and Office 2000, and experience using the Internet.

Major/Area Requirements		(20 credits)
BOS 257	Word Processing and Document Formatting II	3
ENG 208	Technical Writing II	3
ENG 209	Technical Writing III	3
ENG 218	Technical Writing IV	3
ENG 245	Career Practices Seminar	2
GDT 105	Introduction to Mac Graphics	3
INP 150	Web Coding I	3

Minimum Credits Required for the Program **20**

PROGRAM CHANGE FORM

Program Code:

Program Name:

Effective Term:

CTTWR

Technical Writing/Certificate

Fall 2005

Directions:

1. Attach the current program listing from the WCC catalog and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Course Syllabus Form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Remove <u>1</u> course(s) | <input type="checkbox"/> Advisors |
| <input type="checkbox"/> Add _____ course(s) | <input type="checkbox"/> Articulation information |
| <input type="checkbox"/> Total credits: Current credits <u>24</u> After changes <u>21</u> | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Title (title was _____) | <input type="checkbox"/> Continuing eligibility requirements |
| <input type="checkbox"/> Description | <input type="checkbox"/> Program outcomes |
| | Other _____ |

Show all changes on the attached page from the catalog.

Rationale for proposed changes:

- Removal of INP 153: This course, designed for INP students, serves only a subset of the students in the Technical Writing program, specifically those who wish to deliver technical information via the web. This subset of students would be advised to take the course as a restricted elective.
- Moving GDT 105, INP 150, and BOS 257: These courses are an integral part of the program and should be included in the Major/Area Requirements section.
- Increase Restricted Electives: This change enables students to specialize in a particular area of interest, under the supervision of the program advisor.

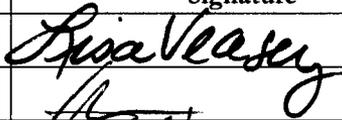
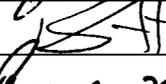
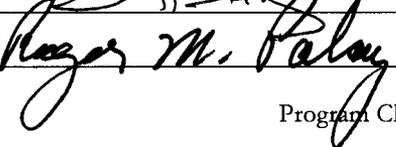
Financial/staffing/equipment/space implications:

N/A

List departments that have been consulted regarding the use of this program.

INP

Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator	Lisa Veasey		1/27/05
Department Chair	Carrie Krantz Fischer		1/27/05
Division Dean/Administrator	Bill Abernethy		01/28/05
Vice President for Instruction	Roger Palay		2/7/05

Office of Curriculum & Articulation Services

Program Change Form 8-2003

Access Program File 2/7/05 

Log 2/7/05 

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Technical Communication

Technical Writing (CTTWR)

'UNDER CONSTRUCTION'

Certificate

Program Effective Term: Fall 2005

This certificate program provides comprehensive instructions for students who wish to sharpen their skills in technical communication. As a fast-track program for career changers or a foundational program for first-time professionals, this program provides the knowledge and skills necessary writing end-user documentation such as printed manuals and online help systems. The student will develop skill in audience analysis, tutorial, procedure, and reference guide writing; project management, document design, technical editing, usability testing, and publishing. Designed to provide the student with practical and theoretical principles of technical writing, the program prepares students for employment in a wide variety of opportunities in technical communication. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs in the field of technical writing. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical writing while pursuing the Associate in Arts Degree in Technical Writing.

Program Admission Requirements:

ENG 107 or equivalent course coursework/experience, basic computer literacy, a general understanding of Windows OS and Office 2000, and experience using the Internet.

Major/Area Requirements		(21 credits)
BOS 257	Word Processing and Document Formatting II	3
ENG 185	English Grammar and Usage	3
ENG 208	Advanced Technical Writing I	3
ENG 209	Advanced Technical Writing II	4
ENG 245	Career Practices Seminar	2
GDT 105	Introduction to Mac Graphics	3
INP 150	Web Coding I	3

Minimum Credits Required for the Program **21**

PROGRAM CHANGE FORM

Program Code:
CTTWR

Program Name:
Technical Writing

Effective Term:
Fall 2004

Directions:

1. Attach the current program listing from the WCC catalog and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Course Syllabus Form, but should be submitted at the same time as the program change form.

Requested Changes:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Remove <u>1</u> course(s) | <input type="checkbox"/> Advisors |
| <input checked="" type="checkbox"/> Add <u>1</u> course(s) | <input type="checkbox"/> Articulation information |
| <input type="checkbox"/> Total credits: Current credits _____ After changes _____ | <input type="checkbox"/> Program admission requirements |
| <input type="checkbox"/> Title (title was _____) | <input type="checkbox"/> Continuing eligibility requirements |
| <input type="checkbox"/> Description | <input type="checkbox"/> Program outcomes |
| | Other _____ |

Show all changes on the attached page from the catalog.

Rationale for proposed changes:

Prior to Fall 2003, Technical Writing students were required to take INP 150 and INP 210. I was under the impression that the content of the new INP 190 would most closely match the old INP 210, but I was wrong--INP 153 is equivalent to the old INP 210. In addition, INP 190 has a two-course prerequisite (INP 150 and INP 153), which makes it impossible for students to complete the certificate program in two semesters. I'd like to remove INP 190 and add INP 153 to solve this problem.

Financial/staffing/equipment/space implications:

none

List departments that have been consulted regarding the use of this program.

INP

Signatures:

Reviewer	Print Name	Signature	Date
Program Change Initiator	Lisa Veasey	<i>Lisa Veasey</i>	4.14.04
Department Chair	Carrie Krantz Fischer	<i>Carrie Krantz Fischer</i>	4/14/04
Division Dean/Administrator	William Abernethy	<i>W. Abernethy</i>	04/14/04
Vice President for Instruction	Roger Palay	<i>Roger M. Palay</i>	4/23/04

Please submit completed form to the Office of Curriculum and Articulation Services.

Office of Curriculum & Articulation Services

Program Change Form 8-2003

MAY 06 2004

Access Program File

4/23

Log

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Technical Writing (CTTWR)

Certificate

Program Effective Term: Fall 2004

This certificate program provides comprehensive instructions for students who wish to sharpen their skills in technical communication. As a fast-track program for career changers or a foundational program for first-time professionals, this program provides the knowledge and skills necessary writing end-user documentation such as printed manuals and online help systems. The student will develop skill in audience analysis, tutorial, procedure, and reference guide writing; project management, document design, technical editing, usability testing, and publishing. Designed to provide the student with practical and theoretical principles of technical writing, the program prepares students for employment in a wide variety of opportunities in technical communication. To this end, students will also learn how to conduct a formal job search and create professional portfolios to better compete for jobs in the field of technical writing. Those without previous college experience can use this certificate to seek work as interns and in co-op positions in technical writing while pursuing the Associate of Arts Degree in Technical Writing.

Program Admission Requirements:

ENG 107 or equivalent course coursework/experience, basic computer literacy, a general understanding of Windows OS and Office 2000, and experience using the Internet.

Major/Area Requirements		(24 credits)
BOS 257	Word Processing and Document Formatting II	3
ENG 185	English Grammar and Usage	3
ENG 208	Advanced Technical Writing I	3
ENG 209	Advanced Technical Writing II	4
ENG 245	Career Practices Seminar	2
GDT 105	Introduction to Mac Graphics	3
INP 150	Web Coding I	3
INP 153	Designing User Experience I	3

Minimum Credits Required for the Program:

24

PROGRAM APPROVAL DOCUMENT (PAD)

Program Name: Technical Writing Certificate Program Code: CT1Division: HSS Department: E/W CIP Code:Type of Award: A.A. A.S. A.A.S. Certificate Certificate of Completion Advanced Certificate Post/CertIs this an occupational program eligible for Perkins Funding? yes no Effective Year: _____

Program Features

Description: This certificate program allows students to sharpen their skills in technical communication. This certificate is ideal for both career changers and first-time professionals; however, those *without* previous college experience are strongly encouraged to use this certificate as a basis for the AA degree in Technical Writing.

Program Pre-requisites: ENG 107 or equivalent coursework/experience, basic computer literacy, a general understanding of the Windows OS and Office 2000, and experience using the Internet.

Projected Enrollment: 15 students the first year, based on current interest.

Need

With few exceptions, the current AA degree in Technical Writing (formerly AAS in Scientific and Technical Communication) serves two groups of students: those who have little or no previous college education and those who have earned degrees in other fields of study and wish to change careers or increase their marketability in the workplace by improving their technical communication skills.

The AA degree program serves the former group well by requiring general education courses, program specific courses, and scientific and/or technical support courses. This combination of courses provides students with the skills and knowledge they need either to enter the field of technical communication or to transfer to a four-year university.

For those with degrees in other fields, however, the AA degree requires more than students actually need. The program advisor, Lisa Veasey, has been able to "retro fit" the program to suit the needs of these students by transferring in courses from other colleges and universities, recommending that the student test out of some required classes, and substituting courses where appropriate. This method, while ultimately effective, is less than efficient. Increasingly, Ms. Veasey is faced with students who want to be on a fast track and eliminate the paperwork that this method requires.

The proposed solution to this problem is to offer a certificate in technical communication. This certificate, which could be completed in two semesters, would require students to take the program specific courses only. Because it would be a subset of the existing AA degree program, it would not require additional resources or the creation of new courses.

The certificate would help those pursuing the AA degree as well. By earning the certificate first, these students would be qualified for internship and co-op opportunities in the field of technical communication, thus enabling them to work in their field of study while they finish their AA degree.

Outcomes

Students will learn how to write end-user documentation by studying and applying the principles of audience analysis; project scheduling and management; document design; tutorial, procedure, and reference guide writing; technical editing; usability testing; and document publishing. Students will gain hands-on experience using Microsoft Word, Adobe Framemaker, and RoboHelp to create hard copy manuals as well as online help systems. Students will learn how to conduct a formal job search and how to create professional portfolios to compete for jobs in the field of technical writing. In addition, students will formalize their knowledge of English grammar and usage, learn basic and intermediate HTML coding and web design, and learn the fundamental tools and procedures of desktop publishing.

Curriculum

1 st Semester Courses			
Course	Title	Credit	Pre-requisites/Co-requisites
ENG 185	Grammar and Usage	3	TOEFL=500 (written) or TOEFL=173 (computerized)
ENG 208	Advanced Technical Writing I	4	ENG 107
BOS 257	Word Processing Applications I	2	BOS 157
INP 150	Basic HTML	2	INP 100 or INP 159 or Placement Test
2 nd Semester Courses			
Course	Title	Credit	Pre-requisites/Co-requisites
ENG 209	Advanced Technical Writing II	3	ENG 208
ENG 245	Career Practices Seminar	2	ENG 100 or ENG 111 min grade of C
INP 210	Internet Professional I	3	INP 150 or INP 165
GDT 105	Introduction to Mac Graphics	3	none
Credits Required to Complete the Certificate:		22	

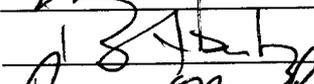
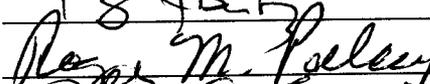
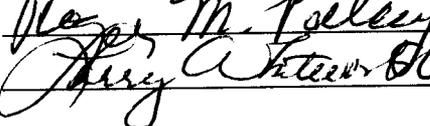
Assessment

Assessment for this certificate would be the same as assessment for the AA degree in Technical Writing. The assessment plan has three phases:

- Phase 1: Students graduating with a certificate in Technical Writing will prepare a portfolio of their work.
- Phase 2: Students graduating with a certificate in Technical Writing will present this portfolio to professional technical communicators during an annual event. The professionals will give feedback to the students and to the instructors.
- Phase 3: WCC will send a questionnaire to the former students 1 to 2 years after completing the program asking for feedback on how the certificate program prepared them for their future.

Budget

Because this certificate is a subset of the existing AA degree in Technical Writing, the only additional cost would be in promoting the certificate program. The cost of adding this certificate should not exceed \$200.00.

Approval Recommended:	Print Name	Signature	Date
Program Initiator:	<u>Lisa Veasey</u>		<u>3.13.03</u>
Dept. Chair/Director:	<u>Carrie Krantz Fischer</u>		<u>3/13/03</u>
Dean/Administrator:	<u>William Abernethy</u>		<u>03/13/03</u>
VP of Instruction:	_____		<u>3/26/03</u>
President:	<u>CARRY COFFIN WITT</u>		<u>4.1.03</u>
Date of Board Approval:	_____	_____	_____

Needs Assessment

Note: Because this certificate is a subset of the AA degree in Technical Writing, no additional Perkins funds are required.

This page to be completed only by those programs seeking Perkins funding. The need study is required to obtain state approval for occupational programs program.

Staff or firm that conducted the need study _____

Term during which the study was conducted: _____

Geographic area to be served by the program: Cities: _____ Counties: _____

Number of employers surveyed: _____

Number of skilled persons, in the geographical area, currently employed and/or receiving on-the-job training in the occupation for which the program could provide training.

	Full-Time Employees	Part-Time Employees
Currently employed		
Receiving On-the-Job Training		

List employment opportunities in the local market area and the State of Michigan: projected number of full-time and part-time positions within one year and in five years.

	Local Area				Michigan			
	One Year		Five Years		One Year		Five Years	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
For Certificate Holders								
For Degree Holders								
Limited Course Work								

Expected starting hourly wage rate (excluding benefits) in the geographical area to be served for:

Certificate holders \$ _____ Associate Degree holders \$ _____

Check only one: Within this geographical region:

Job opportunities are projected to be available for no less than 75% of the projected program enrollees in a year.

At least 90% of the projected program enrollees will be employed persons from the proposed program area who desire upgrading within this occupation.

A student interest survey indicated that _____ individuals are interested in pursuing this program area:

Total number surveyed _____

Number interested in an associate degree _____

Number interested in a certificate _____

Number interested in limited coursework _____

List the educational opportunities available for students interested in this program that are within the geographic area currently served by the college.

Institution	Program	Location

Advisory Committee

Please see the attached list of members.