The Technical and Professional Writing Occupational Certificate program provides students with a selection of courses designed to enhance professional opportunities in a variety of communication fields. The program is intended to develop written, verbal, and digital communication skills to advance students in their fields of study. Taken alone, the Certificate serves as a basis for entry level positions in administrative or communication industries. Students will participate in a capstone project to create a deliverable product to illustrate their technical and professional communication skills.

Program Objectives:

Upon completion of the Technical and Professional Writing Occupational Certificate program:

1) The student will write in an academic style (MLA, APA, Chicago) that can be utilized across the curriculum.
2) The student will create a comprehensive technical communication project that is measurable by current technical communication standards.
3) The student will utilize computer and emerging technology to produce technical communication products that are measurable by current standards.
4) The student will demonstrate and consistently maintain industry ethical standards for professionalism, accuracy, and quality in all projects. Rubric/standards based on current industry standards as defined by Society for Technical Communication (STC).

Program Objectives Assessment Plan:

All program objectives are measured with multiple tools. The following Curriculum Map outlines those measurement tools and courses in which the program objectives are presented and/or measured:

<table>
<thead>
<tr>
<th>PROGRAM OBJECTIVE</th>
<th>MEASUREMENT TOOLS</th>
<th>COURSES IN WHICH PROGRAM OBJECTIVES ARE PRESENTED &amp;/OR MEASURED</th>
</tr>
</thead>
</table>
| 1. The student will write in an academic style (MLA, APA, Chicago) that can be utilized across the curriculum. | • Formal essays  
• Grant proposals  
• Technical communication projects  
• Pre/Post-Test | • ENG 102  
• ENG 104  
• ENG 105  
• ENG 233  
• ENG 235  
• ENG 268  
• ENG 293  
• ENG 299 |
2. The student will create a comprehensive technical communication project that is measurable by current technical communication standards.

- Technical communication projects
- Capstone project
- Grant proposal
- Formal essays

- ENG 168
- ENG 233
- ENG 268
- ENG 293

3. The student will utilize computer and emerging technology to produce technical communication products that are measurable by current standards.

- Technical communication projects
- Capstone project
- Formal essays

- ENG 168
- ENG 233
- ENG 293
- ENG 299

4. The student will demonstrate and consistently maintain industry ethical standards for professionalism, accuracy, and quality in all projects. Rubric/standards based on current industry standards as defined by Society for Technical Communication (STC).

- Technical communication projects
- Capstone project
- Grant proposal
- Formal essays

- ENG 102
- ENG 104
- ENG 105
- ENG 168
- ENG 233
- ENG 235
- ENG 268
- ENG 293
- ENG 299

**Overview:**

The Technical and Professional Writing assessment is addressed via the plan→do→study→adjust cycle that begins every fall term and follows one Technical and Professional Writing cohort from first term through graduation.