

## **STUDENT LEARNING ASSESSMENT OVERVIEW** **TECHNICAL AND PROFESSIONAL WRITING**

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:

<b>PROGRAM OBJECTIVE</b>	<b>MEASUREMENT TOOLS</b>	<b>COURSES IN WHICH PROGRAM OBJECTIVES ARE PRESENTED &amp;/OR MEASURED.</b>
1. The student will write in an academic style (MLA, APA, Chicago) that can be utilized across the curriculum.	<ul style="list-style-type: none"> <li>• Formal essays</li> <li>• Grant proposals</li> <li>• Technical communication projects</li> <li>• Pre/Post-Test</li> </ul>	<ul style="list-style-type: none"> <li>• ENG 102</li> <li>• ENG 104</li> <li>• ENG 105</li> <li>• ENG 233</li> <li>• ENG 235</li> <li>• ENG 268</li> <li>• ENG 293</li> <li>• ENG 299</li> </ul>

2. The student will create a comprehensive technical communication project that is measurable by current technical communication standards.	<ul style="list-style-type: none"> <li>• Technical communication projects</li> <li>• Capstone project</li> <li>• Grant proposal</li> <li>• Formal essays</li> </ul>	<ul style="list-style-type: none"> <li>• ENG 168</li> <li>• ENG 233</li> <li>• ENG 268</li> <li>• ENG 293</li> </ul>
3. The student will utilize computer and emerging technology to produce technical communication products that are measurable by current standards.	<ul style="list-style-type: none"> <li>• Technical communication projects</li> <li>• Capstone project</li> <li>• Formal essays</li> </ul>	<ul style="list-style-type: none"> <li>• ENG 168</li> <li>• ENG 233</li> <li>• ENG 293</li> <li>• ENG 299</li> </ul>
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).	<ul style="list-style-type: none"> <li>• Technical communication projects</li> <li>• Capstone project</li> <li>• Grant proposal</li> <li>• Formal essays</li> </ul>	<ul style="list-style-type: none"> <li>• ENG 102</li> <li>• ENG 104</li> <li>• ENG 105</li> <li>• ENG 168</li> <li>• ENG 233</li> <li>• ENG 235</li> <li>• ENG 268</li> <li>• ENG 293</li> <li>• ENG 299</li> </ul>

**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.