

# Pre-Proposal Request Application for a New Program

(5 pages maximum)

Department/Program: English and World Languages/Comm

Contact Person: Dr. Carl Brucker and Dr. Anthony Caton

Proposed Program Title: Technical and Professional Communication

Program Location: Main Campus CIP Code (4-digit): 1303

Degree Level: Associate  Baccalaureate  Master  Doctorate

Program Modality: Online  Face-to-Face  Blended/Hybrid

Stackable with ATU-Ozark: Yes  No  Proposed Effective Date: Fall 2021

## Related ATU Programs Currently Offered (if applicable):

<u>Program Name</u>	<u>CIP</u>	<u>Degree Level</u>
<u>English</u>	<u>13.1305</u>	<u>BA</u>
<u>Communication</u>	<u>9.0101</u>	<u>BA</u>
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## Other Institutions in the State and Region Offering Similar Program:

<u>Program Name</u>	<u>Institution</u>	<u>Degree Level</u>
<u>Technical Comm</u>	<u>New Mexico Tech</u>	<u>BS</u>
<u>Technical Comm</u>	<u>Texas Tech Univ.</u>	<u>BA</u>
<u>Prof. and Tech Writing</u>	<u>UA Little Rock</u>	<u>MA</u>
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**Review Process Recommendation\***

	<b>Printed Name</b>	<b>Signature</b>	<b>Date</b>
Department Head:	<u>Carl Brucker</u>	<u></u>	<u>04/01/20</u>
Recommend	<input checked="" type="checkbox"/>	Not Recommended <input type="checkbox"/>	(please provide a brief rationale)
Dean:	<u>Jeffrey Dean Cass</u>	<u></u>	<u>04/01/2020</u>
Recommend	<input checked="" type="checkbox"/>	Not Recommended <input type="checkbox"/>	(please provide a brief rationale)
VPAA:	<u></u>	<u></u>	<u></u>
Recommend	<input type="checkbox"/>	Not Recommended <input type="checkbox"/>	(please provide a brief rationale)
President:	<u></u>	<u></u>	<u></u>
Recommend	<input type="checkbox"/>	Not Recommended <input type="checkbox"/>	

\*A recommendation at the department head or dean level is considered as full support of the pre-proposal. If a pre-proposal is not recommended at the department head or dean's level it should not be sent forward to the VPAA.

**Note:** Recommendation for a pre-proposal should not be considered as a tacit approval of a program proposal. A pre-proposal is preliminary approval to move forward with completing a program proposal. Program approval is not final until all requisite bodies and accreditation entities have approved.

**Provide a maximum 5 page narrative for the proposed program and attach relevant documentation.**

Justification/Need for Program (Attach Relevant Documentation):

- State, Regional and National Data Relative to Demand for Program
- Projected Program Enrollment for 3-5 Years. Based on Internal & External Prospective Students Who Indicate a Commitment (not interest) in Enrolling (consider attrition)
- Impact on Existing Internal and External Programs (Russellville & Ozark)

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Curriculum Outline

- List Major Courses and Credit Hours (denote new courses with an asterisk)
- List All Support Courses Required from Other Departments/Programs

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Resources

- Anticipated New Program Costs/Expenses (i.e., faculty (FT, PT, Adjunct)/GAs/staff/lab assistant, supplies, library resources, equipment, space renovations) for 3-5 Years and How Program Will Support
- Other

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Faculty

- Impact on Workload for Current Faculty
  - Other
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## Proposed New Certificate Program

### Certificate of Proficiency in Technical and Professional Communication

**Proposed Effective Date: Fall 2021**

#### 1. Justification

The proposed certificate program in Technical and Professional Communication will provide a structured advanced certificate to undergraduates who want to enhance their written and spoken communication skills.

#### 2. Preliminary Needs Assessment

In July 2018, the Association of Departments of English released “A Changing Major: The Report of the 2016-2017 ADE Ad Hoc Committee on the English Major.” The report documents the declining number of English majors, down 20 percent since 2012, but notes that “writing specializations were.....most likely to see increased or changed enrollments.”

The *Occupational Outlook Handbook* prepared by the U.S. Bureau of Labor Statistics (<https://www.bls.gov/ooh/media-and-communication/home.htm> ) projects that “Employment of media and communication occupations is projected to grow 4 percent from 2018-2028 .... Demand ... is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.”

More generally, as communication skills are important in any career, the opportunity to add this certificate could be attractive to students in any major. Most students will already be taking 3-9 of the hours toward this certificate as part of general education or their major, so the use of 12-18 hours to add this valuable certificate is a purposeful way to focus elective hours.

#### 3. Curriculum

The proposed degree will comprise 21 hours of courses:

- COMM 2003 Public Speaking or COMM 2173 Business and Professional Speaking
- COMM 3003 Interpersonal Communication or COMM 4063 Organizational Communication
- ENGL 2053 Technical Writing

and 12 hours from the following

- COMM 3013 Intercultural Communication
- COMM 3033 Interviewing
- COMM 3073 Group Communication

## Certificate of Proficiency in Technical and Professional Communication

- COMS 2003 Microcomputer Applications
- ENGL 3013 Systems of Grammar
- ENGL 3023 Introduction to Linguistics
- ENGL 4053 Seminar in Technical Communication

### **4. Cost**

The addition of the certificate program could entail some small additional cost, perhaps as much as 0.5 FTE if there is unexpected demand. We already have the capability to offer all of the required courses and we will be able to accommodate some increase in enrollment without needing additional funds.

### **5. Enrollment and Marketing**

During the first year the certificate program is available we would expect that 5-8 students might declare it. These would likely be English and Communication majors who will already have many of the required courses and will be able to add the certificate easily. Once the existence of certificate program becomes widely known, majors in any other discipline might see the certificate as a way to certify their communication skills, skills that are useful in any career.