Print Options

Professional Writing Concentration (18 credits)
2020-2021 Program Form: Undergraduate Change (General)

General Catalog Information

** Read before you begin**

1. TURN ON help text before starting this proposal by clicking ⓘ **in the top right corner of the heading.**

2. IMPORT curriculum data from the Catalog by clicking ↓ **in the top left corner.**

3. DO NOT type any changes before launching the proposal. Required fields are marked with an *. The form cannot be launched without filling those in.

4. If changes will occur in a required field, launch the proposal with existing attributes -- in other words, proposed changes should not be made prior to launching the proposal. If the required field will be empty, type a period in the field prior to launch.

5. LAUNCH proposal by clicking ▶ **in the top left corner. DO NOT make proposed changes before launching proposal. Changes will only be tracked after proposal is launched.**

6. GO TO discussion 💬 **in the right panel, and change "Show current" to "Show current with markup" to track changes.**

7. MAKE CHANGES to the proposal so they can be tracked. Attach any needed documents and approve the proposal to go to the next step.

Catalog Year of Implementation *	2020-2021
	2020-2021
If retroactive, specify catalog year:	
Hierarchy Owner*	Department of English and Modern Languages
	Department of English and Modern Languages

PROPOSED PROGRAM INFORMATION

Degree Type*	
	Bachelor of Arts
	Bachelor of Arts

Type of Program*

○ Major .

○ Minor

○ Endorsement

○ Certificate .

● Concentration.

Title* Professional Writing Concentration ~~(21 credits)~~ (18 credits)

Is this an Interdisciplinary program?* ○ Yes ● No

List the Total Credits for the program. If this is a program change for a major, list Total Credits as the credits for the entire degree, not just the total for the major.

Total Credits* 18

Are the total credits changing?* ● Yes ○ No

If total credits are changing, provide a justification. The total credit hours are changing to 18 (from the previous 21 credits, as stated in the current catalog). The credit requirement will be decreased in order to a) provide students with more flexibility in completing the program requirements and b) align the number of total credits with the other concentrations in the department (e. g., Creative Writing Concentration currently requires a total of 19 credit hours, and all concentrations that are currently being redesigned are projected to require 18 credit hours).

Will this proposal discontinue the program?* ○ Yes ● No

PROPOSED CATALOG DESCRIPTION OF PROGRAM

Program Catalog Description* **Professional Writing Concentration (18 credits)**

The concentration in Professional Writing provides students in the English major with a firm knowledge base in effective written communication and persuasion practices in public and professional spaces, leading to a variety of public communication jobs. Students will

(1) study theories of persuasion for professional and public uses; (2) learn how to create workplace documents for a range of audiences and stakeholders.

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Follow these steps to propose (changes to) the program curriculum:

Step 1 Add all courses to be used in program.

If this is a program change that is only removing courses, proceed to Step 2.

Start in ☰ "View Curriculum Courses." There are two options to add courses for proposed changes: "Add Course" and "Import Course." For courses already in the catalog, click on "Import Course" and find the courses needed. For new classes going through a Curriculog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.

Step 2 Set up program requirements.

Click on ☰ "View Curriculum Schema." and select the core header of the program where you would like to add/remove courses to expand the section. Click on "Add Courses" to bring up the list of courses available from Step 1. Select the courses you wish to add. For removing courses click on the ✖ and proceed.

Step 3 Review full program structure.

Click on 🗐 to view the full program.

Step 4 Track changes made

Go to discussion 💬 in the right panel and select "Show current with markup". Click the core header of the program to expand the section and track changes.

Program Curriculum*	
Course(s) to be added [including new courses]:*	. ~~ART~~ **Two courses will be added to the concentration:** **1) ENGL ~~353~~ 210-Forms and ~~Genres and~~ Genres*** **2) ENGL ~~Artists' Books~~ 219-Introduction to Rhetorical Studies. ~~ENGL~~ (a new course proposal for ENGL 219 for the 2020-2021 catalog is being submitted separately)** ***ENGL 210 will fulfill a Professional Writing concentration requirement only when the course is offered as "Introduction to Digital Writing" or as a variation of the digital writing genre (e. g., Crafting Your Digital Tattoo, which was piloted in Fall 2019).**

The course descriptions (including the one for ENGL 210 when it focuses on digital writing) will be as follows:

~~ART~~ ENGL ~~357~~ 210 ~~Editions~~ Forms and Genres (Introduction to Digital Writing): This course introduces students to theories of persuasion as applied to the genres of digital writing (social networking, blogging, wiki-development, hypertext, and other expressions of the digital age).

ENGL ~~302~~ 219 ~~History~~ Introduction to Rhetorical Studies: This course introduces students to the field of ~~Rhetoric~~ rhetorical studies with a focus on its global impact through historical and contemporary texts, events, and artifacts.

Course(s) to be removed:*

~~.~~

ART-353-Artists' Books

ART-357-Editions

ENGL-302-History of Rhetoric

Course(s) to be changed:*

Only the description of ENGL-470-Professional Writing Skills will be changed. A proposal for the ENGL 470 change has been submitted separately. If the change cannot be implemented in the catalog 2020-2021 (due to a passing of the deadline for that catalog year), it will be expected to appear in the 2021-2022 catalog.

In order to clarify the course learning outcomes, the description will be changed as follows: This course will focus on writing for workplace settings from a rhetorical perspective. Students will study strategies for effective professional communication, including the basics of copyediting and document design, and produce writing genres commonly found in the professional world (e. g., business, government, and media). The course will culminate in a portfolio that students can use to showcase their skills in the professional world.

Other Changes

RATIONALE FOR PROGRAM

Enter the rationale for changes to the program.*

In addition to the reasons for changing the total credit hours, the other changes listed below are proposed in accordance with the recently redefined Professional Writing program outcomes, which include the following:

1. Define and analyze theories of persuasion and argumentation for professional and public uses;
2. Create workplace documents for a range of audiences and stakeholders.

To accomplish these outcomes, the Professional Writing Program would like to:

- integrate its outcomes into the catalog description of the Professional Writing Concentration;
- diversify its course offerings by adding new courses to its curriculum, such as "Introduction to Digital Writing" (offered under the course code, ENGL 210: Forms and Genres), which will expand its writing instruction to include contemporary forms and genres of writing in digital spaces;
- remove "ENGL 302: History of Rhetoric" and add "ENGL 219: Introduction to Rhetorical Studies" as an introduction to the fields of argumentation and professional writing;
- change the description of "ENGL 470-Professional Writing Skills" to better reflect the current and projected outcomes of this course;
- reduce the credit hours required of the core for concentration to nine (9) credit hours, while increasing the number of courses students can elect

  - This will provide students with more flexibility to choose their preferred courses in order to complete the concentration (18 credits);
  - This will also increase students' chances for timely completion of the concentration requirements (especially if the students declare the concentration later during their college career and find that the course they need to take for completing the program isn't offered at the time and should be substituted by the next available program course);

- remove the Arts courses from the list of requirements or electives (this will eliminate the dependency on the availability of these courses from the Arts Department).

AFFECTED DEPARTMENTS OR PROGRAMS

Run an Impact Report by clicking in the top left corner and answer below according to the results. The appropriate affected department chairs or program coordinators should be notified. Where teaching licensure may be affected, the proposal will go through the Professional Education Council.

To notify the appropriate department chairs or program coordinators, request a custom route. To do so: navigate to the Proposal Toolbox and select Custom Route under the Decisions icon (

). Once you make your decision the system will allow you to set up the requested ad-hoc step. The name of the route should be: Chair/Coordinator Notification. The participants should be the relevant affected chairs or coordinators. You can also select rules, decisions, and deadlines/reminders.

A System Administrator will need to review and approve your request before it can proceed.

List other departments / programs that might be affected. *	**N/A**
List individuals contacted and date of custom route submission.	**The Professional Writing faculty members have been in constant communication with the English and Modern Languages Department chair and curriculum coordinators for the last few years that these program changes have been under consideration.**
Does this program lead to teaching licensure, or will it affect an existing program's licensure? *	⚪ Yes ⚫ No

RESOURCE ASSESSMENT

Describe

anticipated change in staffing for this program.*	**: N/A**

Estimate and itemize the cost of new equipment, library resources, technology, and/or other resources required to carry out this program proposal.*	**: N/A**

ATTACHMENT LIST

Please attach any required files by navigating to the Proposal Toolbox and clicking ⊞ in the top right corner.

Attach	☐ Fee Recommendation Worksheet

All curriculum proposals/changes are processed in the date order received.

Course changes intended to go into effect for the following summer or fall must reach EPC by November 1. All other curriculum proposals to be implemented in the following summer or fall (including program changes and new courses) must reach EPC by December 15.

Curriculum proposals intended to go into effect the following intersession or spring, and proposals related to academic policy must reach EPC by March 1.

Submission within the deadlines does not guarantee processing in time for the next academic year's catalog.

For the Curriculum Development Handbook, see http://blogs.longwood.edu/curriculum/.

REGISTRAR ONLY

Program OID	1049
Program Type	Major

Major

Degree Type

Bachelor of Arts

Bachelor of Arts

Status ⭘ Active-Visible ⭘ Inactive-Hidden