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## MEMORANDUM

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TO: Faculty Senate

FROM: Jack Kirby *JK*

DATE: March 8, 2017

SUBJECT: Curriculum Proposal #16-17-11  
Professional Writing Minor

I recommend approval of the attached Curriculum Proposal 16-17-11. This proposal seeks to combine three existing minors into one Professional Writing Minor. The Business and Technical Writing Minor, the Journalism Minor and the Journalism Minor: Technical Writing Option.

Dr. Christina Lavorata  
Dr. Deanna Shields  
Dr. Angela Schwer  
Ms. Leslie Lovett  
Ms. Laura Ransom  
Dr. Shayne Gervais




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**MEMORANDUM**

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TO: Curriculum Committee

FROM: Jack Kirby 

DATE: November 11, 2016

SUBJECT: Curriculum Proposal #16-17-11  
Professional Writing Minor

I recommend approval of the attached Curriculum Proposal 16-17-11. This proposal seeks to combine three existing minors into one Professional Writing Minor. The Business and Technical Writing Minor, the Journalism Minor and the Journalism Minor: Technical Writing Option.

Dr. Christina Lavorata  
Dr. Deanna Shields  
Dr. Angela Schwer  
Ms. Leslie Lovett  
Ms. Laura Ransom  
Dr. Shayne Gervais

**CURRICULUM PROPOSAL** (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

**Proposal Number:** 16-17-11

**School/Department/Program:** COLA/Language and Literature/English

**Preparer/Contact Person:** Angela Schwer

**Telephone Extension:** x4723

**Date Originally Submitted:** \_\_\_\_\_

**Revision (Indicate date and label it  
Revision #1, #2, etc.):** \_\_\_\_\_

**Implementation Date Requested:** Fall 2017

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal combines three existing minors into one Professional Writing Minor. The Business and Technical Writing Minor, the Journalism Minor and the Journalism Minor: Technical Writing Option will become tracks in the new Professional Writing Minor. This recombination will make the minor easier to market to prospective students.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

N/A

Total hours deleted. \_\_\_\_\_

- B. Addition of course(s) or credit(s) from program(s)

N/A

Total hours added. \_\_\_\_\_

- C. Provision for interchangeable use of course(s) with program(s)

The existing Business and Technical Writing minor, the Pre-Journalism or Journalism Minor and the Journalism Minor: Technical Writing Option will all exist as they do currently, but will be bundled together as options under the umbrella term Professional Writing Minor.

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

Course content in each minor track remains the same.

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

N/A

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

N/A

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

**See Appendix B**

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

N/A

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs **in Appendix A**.

III. **RATIONALE FOR THE PROPOSAL.**

A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

Numbers for each of the three minors have been low for the past three years. By grouping these three related minors together, the numbers of minors will more clearly reflect the number of students completing a credential in writing.

	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>
Business and Technical Writing Minor	7	5	1
Journalism: Technical Writing Option	4	4	4
Journalism Minor	17	15	4
<b>Totals</b>	<b>28</b>	<b>24</b>	<b>9</b>

B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The proposed Professional Writing Minor will consolidate three related minors, allowing more focused marketing of this vital workplace skill, notably to students in STEM fields and pre-professional programs. It will not require any additional costs for implementation.

IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

<b>College/School</b>	<b>Dean</b>	<b>Signature</b>

V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

VI. **ADDITIONAL COMMENTS.**

## APPENDIX A

### Minor in Business and Technical Writing Current Program

Required Minor Courses		HRS
ENGL 1103	Technical Report Writing	3
ENGL 3301	Theories of Language I	3
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 3315	Multimedia Publishing	3
<b>TOTAL HOURS FOR MINOR</b>		<b>18</b>

### Minor in Journalism: Technical Writing Option Current Program

Required Minor Courses		HRS
ENGL 1103	Technical Report Writing	3
ENGL 3301	Theories of Language I	3
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 3315	Multimedia Publishing	3
JOUR 3343	Journalism Internship	3
<b>TOTAL Required Minor Courses</b>		<b>15</b>
Minor Electives (Select One of The Two Courses Below)		3
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3
(In Addition, The Following Electives Are Suggested But Not Required)		
ENGL 3302	Theories of Language II	3
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3
ENGL 3335	Journalism Internship	3
<b>TOTAL HOURS FOR MINOR</b>		<b>18</b>

### Minor in Pre-Journalism or Journalism Current Program

Required Minor Courses		HRS
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 2275	Media Literacy	3
JOUR 2280	History of American Journalism	3
JOUR 3315	Multimedia Publishing	3

JOUR 3335	Photojournalism and Digital Editing	3
JOUR 3343	Journalism Internship	3

**TOTAL HOURS FOR MINOR 18**

**APPENDIX A**  
**Professional Writing Minor**  
Proposed Program

All students take these required classes:

<b>Required Minor Courses</b>		<b>HRS</b>
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 3315	Multimedia Publishing	3

**TOTAL HOURS REQUIRED 6**

In addition to the required classes, students complete one of the following tracks:

Track in Business and Technical Writing  
Proposed Program

<b>Required Minor Courses</b>		<b>HRS</b>
ENGL 1103	Technical Report Writing	3
ENGL 3301	Theories of Language I	3
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3

**TOTAL HOURS FOR MINOR 18**

Track in Journalism: Technical Writing Option  
Proposed Program

<b>Required Minor Courses</b>		<b>HRS</b>
ENGL 1103	Technical Report Writing	3
ENGL 3301	Theories of Language I	3
JOUR 3343	Journalism Internship	3
<b>Minor Electives (Select One of The Two Courses Below)</b>		<b>3</b>
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3

(In Addition, The Following Electives Are Suggested But Not Required)

ENGL 3302	Theories of Language II	3
ENGL 3333	Writing Non-Fiction	3
ENGL 3349	Advanced Technical Communication	3
ENGL 3335	Journalism Internship	3

**TOTAL HOURS FOR MINOR 18**

Track in Pre-Journalism or Journalism  
Proposed Program

<b>Required Minor Courses</b>		<b>HRS</b>
JOUR 2275	Media Literacy	3
JOUR 2280	History of American Journalism	3
JOUR 3335	Photojournalism and Digital Editing	3
JOUR 3343	Journalism Internship	3
<b>TOTAL HOURS FOR MINOR</b>		<b>18</b>



## **Appendix B: Catalog Statement Professional Writing Minor**

The Professional Writing Minor offers a credential for students in occupations that value good writing. Students follow one of three tracks to complete the minor:

- Business and Technical Writing,
- Journalism Technical Writing or
- Journalism.

While Business and Technical Writing focuses on workplace writing skills, the other two tracks incorporate the concepts of Journalism to prepare students to write for the ever-evolving media. The Journalism track prepares students who intend to pursue advanced study in journalism or media studies. Students are encouraged to work closely with an advisor to determine which track most closely aligns with his or her career goals.