New Track, Minor, or Certificate Proposal Form

Instructions: All track, minor, or certificate proposals must be signed by the Chair and Dean and submitted to the Office of the Provost.

Faculty Initiating Request: Dr. Chip Rogers  Submission Date: March 28, 2016

Department/School: Department of English, Department of MCA, and School of IT

Proposed Addition: ☐ Track  ☐ Minor  ☑ Certificate  Effective Date: Fall 2016

Program Title: Certificate in Technical Writing and Digital Communication

Track Degree Program (if applicable):

Provide a description of the new Track, Minor, or Certificate course exactly as it will appear in the catalog.

Certificate in Technical Writing and Digital Communication

The cross-disciplinary Certificate in Technical Writing and Digital Communication is offered collaboratively by the Department of English, the Department of Media, Culture, and the Arts, and the School of Information Technology. The program of study requires 15 credit hours in graduate level courses that develop students’ skills in writing, communication, and web development in the digital age. This graduate certificate is designed for working professionals and is offered fully online.

Curriculum for the Certificate in Technical Writing and Digital Communication

ENGL 5106  Technical Writing in the Digital Age (Credit: 3 hours)
NMAC 5108  Writing and Publishing in Digital Environments (Credit: 3 hours)
ITEC 5300  Web Development (Credit: 3 hours)
ITEC 5310  Human Computer Interaction (Credit: 3 hours)
ITEC 5320  Instructional Design (Credit: 3 hours)

Total Hours: 15

Faculty Member  Date  Assistant Provost of Academic Planning & Policy  Date
Dr. Chip Rogers  3/30/16  Mary Weene  3/30/16

Chair  Date  Provost  Date
Dr. Chip Rogers  3/30/16  K. Britten  5/18/16

Dean  Date  Chair Academic Affairs Committee  Date
Dr. Chip Rogers  3/30/16  V. Keil  04/07/16

Chair Faculty Senate  Date
Dr. Chip Rogers  05/11/16

Rev. 6.23.15

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FINAL
The Georgia Board of Regents has a specific interest in colleges and universities focusing on "essential skills" in their program offerings in response to nation-wide calls from employers for graduates proficient in effective verbal communication, management, leadership, problem solving, and written communication skills. The certificate is designed to build on such essential skills learned in a baccalaureate program by providing students with a concentrated series of graduate courses to broaden students' knowledge and skills in writing, digital communication, and web development for different professional environments. The certificate aligns with Middle Georgia State University's mission statement to "educate and graduate inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships and community engagement." The certificate is designed to complement an earned bachelor's degree by engaging students in new and emerging digital communication platforms and positioning them to adapt to future challenges as working professionals in the region.

Does this new track, minor, or certificate require new courses be added to the catalog? ◗ Yes ◘ No
(Attach course proposals)

Will the new track, minor, or certificate require new faculty lines or other institutional resources? ◘ Yes ◗ No

If yes, explain:

For new minors:

Does the new minor adhere to BoR guidelines (http://www.usg.edu/academic_affairs_handbook/section2/C731/)?
 ◗ Yes ◘ No  (Attach BoR minor notification form)

For new certificates:

Does the new certificate adhere to BoR guidelines (http://www.usg.edu/academic_programs/changes/certificates_guidelines)?
 ◗ Yes ◘ No  (Attach BoR certificate notification form)
CERTIFICATE NOTIFICATION FORM

Institution:  Middle Georgia State University

College/Division: College of Arts and Sciences

Department: English

Name of Certificate: Graduate Certificate in Technical Writing and Digital Communication

CIP Code:

Certificate Acronym: CERG
(Note: CERO -- undergraduate certificates of less than 30 hours; CERI -- undergraduate certificates greater than 30 hours; CERG -- post-bachelor's [graduate] certificates; CERM -- post-master's certificates, CERP -- post-first professional certificates).

Number of Credit Hours of Core Curriculum Courses: N/A

Total Credit Hours for Certificate Completion: 15 semester hours

Start Date: Fall 2016

Approved by: ____________________________________________

Vice President for Academic Affairs/Provost

"Creating A More Educated Georgia"
www.usg.edu
Graduate Certificate in Technical Writing and Digital Communication

Assessment Plan 2016 – 2017

PART I: UNIT AND PROGRAM SUMMARY INFORMATION

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<th>Program Data</th>
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<td>Degree Level</td>
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<td>Degree Program</td>
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<tr>
<td>School</td>
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<tr>
<td>Department</td>
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<tr>
<td>Contact</td>
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<tr>
<td>CIP Code</td>
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Unit Mission

Unit Mission: The cross-disciplinary graduate Certificate in Technical Writing and Digital Communication is offered collaboratively by the Department of English, the Department of Media, Culture, and the Arts, and the School of Information Technology. The program of study requires 15 credit hours in graduate level courses that develop students’ skills in writing, communication, and web development in the digital age. This graduate certificate is designed for working professionals and is offered fully online.

Program Goals

PROGRAM GOAL 1: Graduates will assume roles as working professionals in fields such as technical writing, management, public relations, advertising, IT, instructional design, and digital communication where there is a demand for skills that involve critical or complex thinking and the ability to communicate well, particularly using digital platforms.

PROGRAM GOAL 2: Graduates, having been immersed in a concentrated program of study that will broaden their knowledge and skills in writing, digital communication, and web development for different professional environments, will continue to learn about and engage in new and emerging digital communication platforms, allowing them to adapt to future challenges as working professionals.
## PART II: STUDENT LEARNING OUTCOMES

<table>
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<th>Student Learning Outcomes</th>
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**Student Learning Outcomes:**

SLO 1: Students will analyze and evaluate various rhetorical situations and technologies which affect writers' and users' perceptions of written work.

SLO 2: Students will evaluate and design original strategies for solving human to computer interface barriers associated with human social, cognitive, and behavioral issues.

SLO 3: Students will analyze and evaluate the latest digital environments and web technologies to write and publish in innovatively designed digital platforms.

**Office of Graduate Studies GSLOs Assessment:**

GSLO 1: All graduates will be able to define, describe, summarize, and defend their mastery of program subject matter (Assessed in SLOs 1 – 3).

GSLO 2: All graduate students will produce graduate level scholarship, research, or a professional project that is original and significant (Assessed in SLO 3).
<table>
<thead>
<tr>
<th>SLO</th>
<th>Methods of Assessment</th>
<th>Where/When Tested?</th>
<th>Measure of Success</th>
<th>Analysis of Assessment Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLO 1</td>
<td>Technical Writing Project Rubric</td>
<td>ENGL 5106</td>
<td>85% of students in the program will earn a score of 85% or higher on the assessment</td>
<td></td>
</tr>
<tr>
<td>SLO 2</td>
<td>Team Paper and Oral Presentation Rubric</td>
<td>ITEC 5310 ITEC 5320</td>
<td>85% of students in the program will earn a score of 85% or higher on the assessment</td>
<td></td>
</tr>
<tr>
<td>SLO 3</td>
<td>Writing for Digital Environments Project Rubric</td>
<td>NMAC 5108 ITEC 5300</td>
<td>85% of students in the program will earn a score of 85% or higher on the assessment</td>
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Office of Graduate Studies GSLOs

<table>
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<tr>
<th>GSLO 1</th>
<th>Define, describe, summarize and defend their mastery of program subject matter.</th>
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Certificate in Technical Writing and Digital Communication

ENGL 5106  Technical Writing in the Digital Age (Credit: 3 hours)
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ITEC 5310  Human Computer Interaction (Credit: 3 hours)
ITEC 5320  Instructional Design (Credit: 3 hours)

Total Hours: 15

Description of courses:

ENGL 5106 – Technical Writing in the Digital Age (3 hours)
Prerequisite: None
Description: This course provides intensive and advanced study of principles and strategies for researching, planning, composing, and revising technical documents and workplace communications in the digital age. It promotes nuanced and effective use of language, sophisticated analysis of purpose and audience across a wide spectrum of disciplines and workplace environments, and rhetorical and document design strategies to craft succinct and optimally readable documents in a variety of genres and delivery platforms.

NMAC 5108 – Writing and Publishing in Digital Environments (3 hours)
Prerequisite: None
Description: This course expands the definition of writing through the theory and practice of digital writing. It examines the ongoing evolution of writing and publishing in digital environments and its impact on personal, professional, and community-based projects. It prepares graduate students to analyze and solve design problems related to rhetorical delivery and content management in digital and online contexts. Individual and collaborative projects will require students to work flexibly across various digital platforms.

ITEC 5300 – Web Development (3 hours)
Prerequisite: None
Description: This course includes a comprehensive coverage of web page design theory and development technologies. Students will use HTML, CSS, jQuery, and popular frameworks to develop responsive, mobile-first websites. Other topics include web site marketing, hosting, and accessibility issues. Critical thinking will be encouraged through web development projects, course discussions, and research on web accessibility and the use of web pages as communication tools.

ITEC 5310 – Human Computer Interaction (3 hours)
Prerequisite: None
Description: This course covers the theory of human-computer interaction, user interface design, and usability analysis. Students will learn principles and guidelines for usability, quantitative and qualitative analysis methods, and apply them through critiques of existing
interfaces and development of new ones. Topics covered will also include cognitive models, task analysis, psychology, experimental design, and prototyping methods.

ITEC 5320 – Instructional Design (3 hours)
Prerequisite: None
Description: This course examines the processes of instructional systems design within a project-based context. Practical aspects of instructional or learning systems design in the classroom and workplace are learned while completing project work. This course also provides a study of the principles of designing and developing instructional content to communicate technical information for the Web and other environments for both technical and non-technical users. The course will help students analyze, apply, and evaluate principles of the instructional design process to develop education and training materials spanning a wide range of knowledge domains and instructional technologies.