Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University
Academic Program Name: MA in Technical and Professional Writing
CIP Code: 231303
College or School: School of Arts & Letters
Department: English

Date of Last Internal Review: N/A (program began in fall 2019)

Outcome of Previous Program Review (brief narrative statement): N/A

Current Date: 5/18/2022

Provost Response: Academic Affairs acknowledges the documented value of the M.A. in Technical and Professional Writing. The program's demonstrable commitment to academic strategic planning and innovation has exceeded initial enrollment expectations. The interdisciplinary approach, intentionality of the curriculum, the commitment to robust student experiences, and the connection to professional experiences speaks to the leadership and operation of the program. The program fulfills the Graduate Studies mission to "develop and offer graduate degrees suitable for working adults that address the needs of the region and anticipate a growing knowledge economy."

Program Quality and Productivity Improvement Plan: Following a review of the Chairs Report, the IERB comments, and the Deans appraisal, the Office of the Provost concurs with the findings and supports the documented plan of action.

- *solidifying a rolling calendar of recruitment, retention, and advising events and activities*
- *pursuing new faculty with outstanding expertise in response to the rapid program growth and the pending expansion of course offerings*
- *continuing persistent marketing and recruitment efforts through the USG system (staff and students), refining and expanding our marketing outside of Georgia*
- *building upon the foundation we have established in awarding Graduate Assistantships*

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

    X Program is critical to the institutional mission and will be retained.
    ☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in _____.

☐ Program DOES NOT MEET Institution's Criteria

    ☐ Program will be placed on a monitoring status.
    ☐ Program will undergo substantive curricular revisions.
    ☐ Program will be deactivated.
    ☐ Program will be voluntarily terminated.
    ☐ Other (identify/add text):

Provost or VPAA Signature:

Date: 6/1/2022

Comprehensive Program Review Report

Academic Program Name: MA in Technical and Professional Writing

College or School: School of Arts & Letters

Department: English

Date of Last Internal Review: None (the program began in fall 2019)

Outcome of Previous Program Review (brief narrative statement, if applicable):

Current Date: 4/7/2022

Executive Summary: *Provide a summary related to the academic program' s quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal. Include a statement of plans for action based on the overall categorical summation contained in the next section.*

The MA in Technical and Professional Writing (MATPW), which began in fall of 2019, has already exceeded enrollment expectations and has demonstrated healthy productivity. Original enrollment projections in the USG program proposal predicted an enrollment of 34 students by FY 2023. That number was exceeded by the fall of 2020, and the program boasted an enrollment of 56 students by fall of 2021.

The interdisciplinary MATPW program, which is primarily taught by School of Arts and Letters faculty, is economical to run and has healthy credit hour production well above projections in the program proposal. The program graduated its first 10 students in FY 2021. The MATPW, which is central to MGA's University mission, is clearly viable and has great potential for further enrollment growth and productivity.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

> **X** Program is critical to the institutional mission and will be retained.
> ☐Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program DOES NOT MEET Institution's Criteria

    ☐ Program will be placed on a monitoring status.
    ☐ Program will undergo substantive curricular revisions.
    ☐ Program will be deactivated.
    ☐ Program will be voluntarily terminated.
    ☐ Other (identify/add text):

Academic Dean Signature: *Mary McCartin Wearn*
Dean of Graduate Studies Signature (when applicable): *Loretta Clayton*

Date: 4/7/2022

IERB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed: 3/8/2022

Program Reviewed: M.A. in Technical & Professional Writing

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program
This program began in Fall 2019, and has been delivered entirely online. The program has been running for an insufficient number of terms to thoroughly study its stable enrollment . 1st CPR

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	*This program has significantly positive enrollment trends and robust credit hour production*	This program has stable or moderately positive enrollment trends and healthy credit hour production	This **program** has negative enrollment trends and weak credit hour production		Three year growth nearly doubled. Exemplary – Great start! 3-yr growth: 93.22% (Fall 2019-Fall 2021)
Graduation Trends USG benchmark: **Bachelor's Degrees**: 10 graduates/year	*Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred*	Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred	Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition	No evidence	Certificate began in 2019, has low total enrollment, and its first group of graduates occurred in 2021. Exemplary (First 10 graduates in 2021, so no trends yet, but exceeds benchmark of 5 graduates)

					10 graduates / year (2021)
Graduate, Associate's or Certificates: 5 graduates/year Programs falling under these benchmarks are designated as "low performing"					

Program Strengths of Note:

The three year growth in enrollment is significant

Program has relevant content for high-tech age, resulting in job-readiness and high marketability for MGA students in competitive business environments. Career-enhancing program! Although a new program, new elective options have been added and recruitment, retention, and advising events have been planned

High growth enrollment and the number of graduates per year exceeds USG benchmark.

Areas of Concern:

Other Comments:

Not an immediate concern: the reasons for the growth in enrollment should be analyzed, including whether enrollees originated in other programs and whether student progression and post graduation are meeting University priorities

Exciting program! Keep up the good work!

Middle Georgia State University

Comprehensive Program Review

FY 2021 – 2022

Institution: Middle Georgia State University

Academic Program: M.A. in Technical & Professional Writing

School: School of Arts and Letters

Department: English

CIP Code:

Date of Last Internal Review: 1st CPR, program started Fall 2019

Faculty Completing Report: Chip Rogers

Current Date: 1/4/2022

5 Year Enrollment by Campus and Graduation Trends

Enrollment

Campus	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	3 YR Growth	Fall 2019 compared to Fall 2021 only
Macon							
Cochran							
Warner Robins							
Dublin							
Eastman							
Online	N/A	N/A	15	41	56	93.22%	273%
Off Campus							
Total	N/A	N/A	15	41	56	93.22%	273%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For examples, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	5 YR Growth	FY17 compared to FY21 only
N/A	N/A	N/A	N/A	10	N/A	N/A

Purpose and Mission Alignment

The Master of Arts in Technical and Professional Writing teaches the knowledge and skills for the analysis, design, and production of documents for our high-tech age. The program prepares graduates for professional careers as technical and professional writers, editors, researchers, web-content managers, and related careers in education, advertising, human resources, business, government, non-profits, museums, marketing, and libraries. The program includes study in theories of rhetoric, the craft of technical and professional writing, and advanced digital literacy. The program also offers instruction in document design, document production, and editing. Other topics include visual rhetoric and multimedia composition, usability testing, project management, website development, and publishing across print and digital platforms.

The mission of our M.A. in Technical and Professional Writing is to "teach the knowledge and skills necessary for the analysis, design, and production of documents within competitive business environments that value and reward high-level writing and digital acumen." This mission clearly aligns with MGA's mission of "inspiring lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships and community engagement" and the Graduate Studies mission to "develop and offer graduate degrees suitable for working adults that address the needs of the region and anticipate a growing knowledge economy."

Program Age, Changes since Last Review, Concentrations

The M.A. in Technical and Professional Writing became operative in fall 2019. In 2020 we revised the curriculum to include a new COMM 6610 Social Media Communication and Advertising. To keep the program at 30 credit hours, we currently require seven M.A. core classes (ENGL 5103, 5206, 5650, NMAC 5108, COMM 5000, and ITEC 5300 and 5320) with three elective courses from these four choices: MCOM 5131, ITEC 5310, ENGL 6100, and COMM 6610. We have received approval for the addition of several new elective options in the 2022-2023 catalog.

Accreditation

This M.A. in Technical and Professional Writing operates under no external discipline-specific accreditation process.

Delivery Methods

The M.A. in Technical and Professional Writing is offered exclusively online, in eight-week sessions. Students can enroll in the program at any point of the academic year—first- or second-session fall or spring and summer.

Benchmarks of Progress

Enrollment: The table above indicates remarkable enrollment growth over the first three years of the program, basically doubling the targets in our initial proposal for the degree. Building from 15 students in fall 2019 to 56 in fall 2021 was quite an achievement—273% growth may not be sustainable, but wow! Our Department and School, along with our partners in Media, Culture, and the Arts and the School of IT, have been gratified with the enthusiastic response from the growing number of students applying to and participating in our M.A.

Graduation: Our program produced its first ten graduates in 2021, so we have no trends to analyze at this point. We expect that graduation rates in coming years will follow the enrollment growth as a lagging indicator.

Plans for action

We aim to expand upon the early success of this Master's Program. We are adding exciting and high-value elective options to the curriculum in 2022-2023, including courses in Screenwriting, Composition Pedagogy, and Grant Writing, among others offered in the new M.A. in Public Relations housed in the Media, Culture, and the Arts Department.

Additional priority items include:

- solidifying a rolling calendar of recruitment, retention, and advising events and activities
- pursuing new faculty with outstanding expertise in response to the rapid program growth and the pending expansion of course offerings
- continuing persistent marketing and recruitment efforts through the USG system (staff and students), refining and expanding our marketing outside of Georgia
- building upon the foundation we have established in awarding Graduate Assistantships

- growing student involvement with "real world" projects and opportunities throughout their course of study.

Trends and Market Forces Impacting Program Demand

The growth and success of our M.A. in its first three years indicate just how high the demand is for the skills the program provides. As our world continues to develop new technological capabilities at something like an exponential rate, there will always be a need for workers with strong skills in research, critical thinking, and communication in a variety of continually expanding digital modes—and particularly for workers skilled in collaborative projects with others in far-flung physical locations. These things our program provides—and much more!