

Professional Writing Minor
English and Foreign Languages Department
Colorado State University- Pueblo
May 2010

Overview: About the Minor

The Professional Writing minor at Colorado State University-Pueblo is designed to assist students in developing their ability to produce useful documents for a variety of purposes and audiences. We believe that professional writers, designers, and editors are, foremost, problem solvers. Writing, editing, and designing good documents requires strong abilities in critical thinking, inquiry, and problem-solving. Because professional writing is a form of rhetoric that has a variety of purposes across the curriculum, our program was created to appeal to students in disciplines as diverse as English, Business, Art, Nursing, and even Engineering.

For English Majors, Business Communicators, and Creative Freelancers

The English program coordinates a minor in professional writing (18 hours), designed to acquaint students with commercial non-fiction writing, web writing and design, publishing, public relations, and the rhetoric and grammar for professional forums. Students may select from two distinct tracks: *Professional Writing/Consulting* **or** *Design/Publication*.

Program Goals

Students will gain a working knowledge of writing, editing, and design in interdisciplinary media, including web creation, public relations, magazines, business marketing, and photojournalism. Students will create writing and design portfolios in the core courses in order to demonstrate skills for potential employees.

Professional Writing Curriculum

Required Courses for the Professional Writing Minor (9 hours)

- ENG 304 Advanced Composition and Rhetoric
- ENG 440/MCCNM 440 Magazine Writing or ENG 326 Writing for the Web
- ENG 317 Creative Non-Fiction

Elective Courses for the Professional Writing/Consulting Track (select 9 hours)

BUSAD 302 Ethics in Business
BUSAD 480 Business Consulting
ENG 305 Technical and Scientific Report Writing
ENG 319 Professional Editing and Comm. (prereq: ENG 304)
ENG 440/MCCNM 440 Magazine Writing
ENG 325 Nature Writing of the West
MCCNM 321 Public Relations Case Problems
MCCNM 422 Writing for Public Relations

Elective Courses for the Design/Publication Track (select 9 hours)

ART 372 Printmaking: Computers and Photo Processes
ART 376 Photography II
ART 381 Introduction to Graphic Design II
BUSAD 302 Ethics in Business

ENG 326 Writing for the Web
ENG 319 Professional Editing and Comm. (prereq: ENG 304)
MCCNM 312 Publication Graphics and Design
MCCNM 402 Photojournalism

Assessment Methods, Results, and Coordination

Student Learning Outcomes

1. Professional Writing minors will create and implement appropriate formats and designs for specific audiences and purposes and will be able to recognize and adjust for timeline constraints as needed.
2. Professional Writing minors will employ critical thinking skills in order to seek out and use a variety of resources to investigate a problem, acquire and assess information, and organize it effectively.
3. Professional Writing minors will design documents professionally, using appropriate technological resources, software and hardware, as well as appropriate elements of design.
4. Professional Writing minors will evaluate others' writing, accept and implement the recommendations of others in revision and editing. They will edit appropriately, using conventional grammar, spelling, and diction, and they will apply the appropriate style guide.

Outcomes Assessment (from the *CSU-P Catalog*)

The Coordinator of the Professional Writing minor reviews student portfolios and evaluates the demonstrated level of student performance, tracks the placement of students in internships and relevant positions of employment, and administers a questionnaire to graduating minors keyed to the program goals and reports these results annually.

Departmental Advising and Continuing Curriculum Management

- Recommends professional writing course offerings and advises Chair on hiring of full- and part-time faculty to teach Professional Writing courses each semester.
- Coordinates and ensures the inclusion of student learning outcomes in coursework, applicable internships, and community outreach opportunities.
- Manages all CAP-Board proposals and requests for curriculum changes that pertain to the minor in professional writing.
- Tracks course enrollment to plan for future needs of the minor.

Program and Student Learning Outcomes Assessment:

- Oversees collection of program assessment data for use in the departmental assessment report. Drafts the professional writing program's portion of the departmental assessment report.
- Develops and administers the portfolio outcomes assessment system for students in the Professional Writing minor.
- Trains all faculty and part-time instructors who teach Professional Writing courses in how to use the portfolio system, teach their students about it, and incorporate it into their courses. Visits classes and meets individually with students to ensure that all graduating Professional Writing students successfully complete the portfolio.
- Compiles data and creates reports to ensure that outcomes are being met and appropriate curricular adjustments are made to ensure improvement in student learning outcomes.

Student Advising and Recruitment:

- Advises prospective applicants to the program by telephone, email, and face-to-face meetings.
- Provides supplemental advising for current Professional Writing students about course selection, degree program planning, and professional goals.

- Works closely within the department to consider and approve course substitution requests for current Professional Writing students about course selection, degree program planning, and professional goals.
- Recruits and advises students; trains other instructors in the language and opportunities available to students with a Professional Writing minor.

Communication and Community Outreach:

- Maintains and revises the professional writing portion of the English Department website.
- Communicates with alumni and assists them in their search for employment and with questions once they begin working – via email, phone, or face-to-face meetings.

Minor Coordinator:

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