

# **Workplace Communication & Writing Associate's Degrees (AA/AS)**

## **An interdisciplinary degree offered by the Department of Communication and Department of English**

### **Submitted By:**

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### **Program Mission**

*Get the skills and knowledge employers want most!*

The interdisciplinary degree of Associate of Workplace Communication and Writing (AS and AA) will help you obtain the knowledge and skills needed to succeed in a wide variety of workplaces. Numerous employer surveys show that businesses and organizations of all kinds need employees who are effective communicators.

This associate's degree, which includes classes from both Communication and English, teaches the knowledge and skills employers are looking for in employees. These include writing, speaking, interpersonal communication, group and team communication, new media and technology skills, information gathering, and document design. This program supplements the General Education requirements with instruction in writing, new media and technology, theory and applied knowledge about working in organizations, and a wide variety of workplace skills. It culminates with a capstone class where you will prepare a cover letter, resume and portfolio, and participate in mock interviews among other activities that will prepare you to enter today's competitive workforce with the tools and confidence needed to succeed.

This program will teach you those skills employers want most, including:

- Writing
- Speaking
- Communicating interpersonally
- Working in organizations and teams
- New media and technology skills
- Information gathering
- Document design
- Other workplace skills

# Program Requirements

## Associate of Arts

### **General Studies Requirements:**

- Humanities HU (3 credits): Students must take: COMM 1020 HU - Principles of Public Speaking or COMM 2110 COMM 2110 HU CEL - Interpersonal and Small Group Communication
- Humanities HU or Creative Arts CA (3 credits): Students must take one ENGL class from the following list: ENGL 2200 HU/DV - Introduction to Literature, ENGL 2220 HU/DV - Introduction to Fiction, ENGL 2230 HU/DV - Introduction to Drama, ENGL 2240 HU/DV - Introduction to Poetry, ENGL 2250 CA - CW: Introduction to Creative Writing, ENGL 2260 CA - CW: Introduction to Writing Short Fiction, ENGL 2270 CA - CW: Introduction to Writing Poetry, ENGL 2510 HU/DV - Masterpieces of Literature, ENGL 2710 HU/DV - Perspectives on Women's Literature, ENGL 2750 HU - Topics and Ideas in the Humanities

### **Required Courses: 24 credit hours from the following core areas:**

- Writing: 2 courses
- New Technology & Digital Media: 1 course
- Working in Organizations: 1 course
- Workplace Skills: 1 course
- Professionalizing Experience: 1 course
- Foreign Language: 2 courses

### **Writing (Select TWO / for a total of 6 credits: one from Communication, one from English)**

- COMM 1130 - Media Writing **Credits: (3)** OR
- COMM 1140 - Writing for Workplace Communication **Credits: (3)** OR
- WSU 2350 QL/HU - Perspectives in Quantitative Literacy and Humanities **Credits: (3-5)** (Writing with Numbers)
- ENGL 2100 - Technical Writing **Credits: (3)** OR
- ENGL 2120 - Introduction to Writing and Document Design **Credits: (3)**

### **New Technology and Digital Media (Select ONE / for a total of 3 credits)**

- COMM 2010 HU - Mass Media and Society **Credits: (3)**
- COMM 2250 - Essentials of Digital Media **Credits: (3)**
- ENGL 2130 - Media and Technology in Texts **Credits: (3)**

**Working in Organizations (Select ONE / for a total of 3 credits)**

- COMM 2550 - Communication in Professional Settings **Credits: (3)**
- ENGL 2150 - Gender and Culture in Workplace Writing **Credits: (3)**

**Workplace Skills (Select ONE / for a total of 3 credits)**

- COMM 1020 HU - Principles of Public Speaking **Credits: (3)** OR
- COMM 2110 HU CEL - Interpersonal and Small Group Communication **Credits: (3)** (whichever not counted toward General Studies requirement)
- COMM 1270 - Analysis of Argument **Credits: (3)**
- COMM 1500 - Introduction to Mass Communication **Credits: (3)** OR
- COMM 2010 HU - Mass Media and Society **Credits: (3)**
- COMM 1560 - Audio Production and Performance **Credits: (3)**
- ENGL 2140 - Introduction to Professional and Technical Editing **Credits: (3)**
- ENGL 2160 - Introduction to Web-Based Technical Writing **Credits: (3)**
- COMM 2200 - Multi-Camera Production and Performance **Credits: (3)**

**Professionalizing Experience (Select ONE / for a total of 3 credits)**

- COMM 2890 - Cooperative Work Experience for The Signpost **Credits: (1-3)**
- COMM 2730 - Digital Radio Production and Broadcast **Credits: (1-3)**
- ENGL 2890 - Cooperative Work Experience **Credits: (1-6)**
- ENGL 2999 INT - Capstone in Workplace Communication and Writing **Credits: (3)**
- COMM 2999 - Capstone in Workplace Communication and Writing **Credits: (3)**

**Foreign Language: (TWO courses / total of 6 credits)**

- Complete two semesters of one of the following languages: French, German, Spanish, American Sign Language, Chinese, or Japanese.

**Associate of Science**

### **General Studies Requirement**

- Humanities HU (3 credits): Students must take: COMM 1020 HU - Principles of Public Speaking or COMM 2110 HU CEL - Interpersonal and Small Group Communication
- Humanities HU or Creative Arts CA (3 credits): Students must take one ENGL class from the following list: ENGL 2200 HU/DV - Introduction to Literature , ENGL 2220 HU/DV - Introduction to Fiction , ENGL 2230 HU/DV - Introduction to Drama ENGL 2230 HU/DV - Introduction to Drama , ENGL 2240 HU/DV - Introduction to Poetry , ENGL 2250 CA - CW: Introduction to Creative Writing , ENGL 2260 CA - CW: Introduction to Writing Short Fiction , ENGL 2270 CA - CW: Introduction to Writing Poetry , ENGL 2510 HU/DV - Masterpieces of Literature , ENGL 2710 HU/DV - Perspectives on Women's Literature , ENGL 2750 HU - Topics and Ideas in the Humanities

### **Required Courses: 24 credit hours from the following core areas:**

- Writing: 2 courses
- New Technology and Digital Media: 1 course
- Working in Organizations: 2 courses
- Workplace Skills: 2 courses
- Professionalizing Experience: 1 course

### **Writing (Select TWO / for a total of 6 credits: one from Communication, one from English)**

- COMM 1130 - Media Writing Credits: (3)
- COMM 1140 - Writing for Workplace Communication Credits: (3)
- WSU 2350 QL/HU - Perspectives in Quantitative Literacy and Humanities Credits: (3-5) (Writing with Numbers)
- ENGL 2100 - Technical Writing Credits: (3) OR
- ENGL 2120 - Introduction to Writing and Document Design Credits: (3)

### **New Technology and Digital Media (Select ONE / for a total of 3 credits)**

- COMM 2010 HU - Mass Media and Society Credits: (3)
- COMM 2250 - Essentials of Digital Media Credits: (3)
- ENGL 2130 - Media and Technology in Texts Credits: (3)

### **Working in Organizations (Select TWO / for a total of 6 credits)**

- COMM 2550 - Communication in Professional Settings Credits: (3)
- ENGL 2150 - Gender and Culture in Workplace Writing Credits: (3)

### **Workplace Skills (Select TWO / for a total of 6 credits)**

- COMM 1020 HU - Principles of Public Speaking Credits: (3) OR
- COMM 2110 HU CEL - Interpersonal and Small Group Communication Credits: (3) (whichever not counted toward General Studies requirement)
- COMM 1270 - Analysis of Argument Credits: (3)
- COMM 1500 - Introduction to Mass Communication Credits: (3) OR
- COMM 2010 HU - Mass Media and Society Credits: (3)
- COMM 1560 - Audio Production and Performance Credits: (3)
- ENGL 2140 - Introduction to Professional and Technical Editing Credits: (3)
- ENGL 2160 - Introduction to Web-Based Technical Writing Credits: (3)
- COMM 2200 - Multi-Camera Production and Performance Credits: (3)

### **Professionalizing Experience (Select ONE / for a total of 3 credits)**

- COMM 2890 - Cooperative Work Experience for The Signpost Credits: (1-3)
- COMM 2730 - Digital Radio Production and Broadcast Credits: (1-3)
- ENGL 2890 - Cooperative Work Experience Credits: (1-6)
- ENGL 2999 INT - Capstone in Workplace Communication and Writing Credits: (3)
- COMM 2999 - Capstone in Workplace Communication and Writing Credits: (3)

## **Number of Students Graduated as of FA 2022**

- 3 in AA, 7 in AS

## **Program Learning Outcomes**

- **Writing:** Students will demonstrate writing and editing skills appropriate for the workforce.

- **New Technologies & Digital Media:** Students will demonstrate the principles and practices of new technologies and digital media.
- **Working in Organizations:** Students will demonstrate knowledge of how organizations work.
- **Workplace Skills:** Students will demonstrate the ability to effectively communicate their understanding of workplace skills in written, oral or visual format.
- **Internships:** Students will apply workplace skills by completing an internship with a professional organization.

## Program Curriculum Grid

KEY: 1= introduced, 2 = emphasized, 3 = mastered, NA=Not Applicable

	Department/Program Learning Outcomes				
Core Courses in Department/Program	Learning Outcome 1: Writing: Students will demonstrate writing and editing skills appropriate for the workforce.	Learning Outcome 2: New Technologies & Digital Media: Students will demonstrate the principles and practices of new technologies and digital media.	Learning Outcome 3: Working in Organizations : Students will demonstrate knowledge of how organizations work.	Learning Outcome 4: Workplace Skills: Students will demonstrate the ability to effectively communicate their understanding of workplace skills in written, oral or visual format.	Learning Outcome 5: Internships: Students will apply workplace skills by completing an internship with a professional organization .
Writing: COMM 1130, 1140, or WSU 2350 AND ENGL 2100 or OR ENGL 2120	2	1	NA	1	NA
New Technology and Digital Media (Take one): COMM	2 with exception of COMM 2010=1	1	NA	1	NA

2010 COMM 2250 or ENGL 2130.					
Working in Organizations: COMM 2550 or ENGL 2150	2	NA	1-2	1-2	NA
Workplace Skills (Take one): COMM 1020, 2110, 1270, 1500, 1560, 2010, 2200, 2751 ENGL 2140, 2160	COMM 1020, 2110, 1270, 1500, 2010=1 COMM 1560, 2200=2 ENGL classes=2	1 or NA	1	1-2	NA
Professionalizing Experience (Take One): COMM 2730, 2890, 2999, ENGL 2890, 2999,	2	1 or NA	2	2	2
Foreign Language: Two Courses	NA	NA	NA	NA	2

## Plan for Program Assessment

In 2020, we indicated that we would likely do an assessment of ePortfolios in the professionalizing experience classes once we get those running on a more regular basis. It's difficult to do assessment in individual classes because they are General Education requirements or Communication or English requirements, making it difficult to separate out students who have declared the associate of Workplace Communication & Writing degree. This could likely begin in the next academic year or two.

This was our original plan, above. But here in 2022, as you can see from the graduation numbers, we have only graduated 10 students since the degree was created 4+ years ago. It's impractical to run the professionalizing experience classes with such small numbers.

We need to have discussions, perhaps with OIE, about how to address this.

Should we just choose one course from each department that we feel is key/core to the degree and use that as the source of our assessment?

Another option is that we market this as a 100% OL degree.

Another option is that we fold the program. Perhaps some catalog pruning is in order.

## **Strategic Plan for Marketing**

This program launched right before Covid and could not fully benefit from a marketing plan. The above listed 10 graduates are lower than we had hoped. In revisiting this assessment report there was discussion about shifting this to an online degree program as almost all the courses are also offered online. Furthermore, this program has not had a faculty or advisor to champion it and this could be another possibility.