September 22, 2015

To:       Dean Van Galen, Chancellor
           116 North Hall
           University of Wisconsin-River Falls

From:     James Graham, Chair /mp
           Faculty Senate
           University of Wisconsin-River Falls

Re:       UWRF Faculty Senate Motion 2015-16/12

The following motion was approved unanimously by the Faculty Senate on September 16, 2015:

A motion from the Academic Programs and Policies Committee (Mialisa Moline, Chair) to approve the following:

a. Revisions to the Professional Writing option within the English-Liberal Arts program and the Professional Writing minor (see link: ProfWritingSigned.pdf).

Approved □

Disapproved □

Dean Van Galen, Chancellor

9/25/15
TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

   Department(s): English
2. Department(s): CAS
3. College(s):
4. Proposal prepared by: Marshall Toman Date: April 22, 2015
5. Check all that apply:
   - [ ] New program
   - [ ] Existing program
   - [ ] Change in course name
   - [ ] Change in number of credits
   - [ ] Change in major
   - [ ] Change in minor
   - [ ] Change in course content
   - [ ] Change in emphasis/option
6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a) Art
   b) Journalism
   c) Modern Lang.
   d) 
7. Catalog year (and semester) of Implementation:
   Semester: Fall
   Year: 2015
8. Have all courses in this program been approved? Yes [x] No [ ]
   If “No” which courses have not been approved: 
9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a program change also include a listing of course array for both the current and proposed program.
10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in “6” above), are on the addendum to this form. These signatures should be obtained prior to review by all other shared governance levels.

   Department/Curriculum Committee Chair (optional)
   Department/Program Chair
   College Curriculum Committee Chair
   Dean of College
   University Curriculum Cmtt. Chair
   Academic Policy & Program Cmtt. Chair
   Faculty Senate Chair
   Provost / Vice Chancellor
   Chancellor

   Signature ___________________________ Date ______________

   *NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), Department Chair(s)] of approvals & necessary actions to implement changes.

   Revised December 2012
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals - Addendum

Signatures of Additional Department & Colleges Affected

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Revised December 2012
Narrative for changes in the professional writing major

Required courses:

- The change from requiring both 266 and 367 to requiring one of them (ENGL 266 Business Writing--OR--ENGL 367 Technical Writing) is occasioned by the following reasoning. While the content of the two courses (266 and 367) are not equivalent, they each separately can serve as the one required course in a variety of standard genres. If further exploration of these beginning genres is desired by a student, the course not taken in the required section may be taken in the electives section. An additional reason for effectively dropping three credits was to permit the next change, inserting 371 into the required courses.

- ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr. (moved from Directed Electives category). The course lies close to the heart of professional writing in terms of generating documents that meet an audience’s needs. It was a course reluctantly relegated to the electives category because of some priorities in the practice of genres and other considerations. With the requiring of only three credits of 266/367, now is an opportune time to insert it into the major.

- The change from requiring ENGL 389 to requiring ENGL 494 has already been accepted, I believe, but has not been updated on the website. The required 389 was always intended to become the Senior Capstone Seminar, but when the major was in development, some standards were in flux. The program waited until those standards were finalized before creating the permanent course. In the case that this change has not yet been implemented, we mention it again in this round of improvements.

Directed Electives in Writing:

- ENGL 266 Business Writing -- OR -- ENGL 367 Technical Writing 3 cr. (added courses due to either/or approach). This addition was occasioned by a change in the required courses as explained above.

- ENGL 371 Proposal Writing 3 cr. (moved into required category – see above)

- ENGL 379 Internship 3 cr. (changed from 2-3 cr. to 3 cr. So the “9 credits, choose 3” actually works – variable credit course – students need to know here that they need 3 credits to fulfill this elective properly)

- ART 225 Advertising Design 1 3 cr. (deleted course) – The Art Department no longer plans to offer this course for non-majors.

- SPAN 374 Professional Writing in Spanish 3 cr. (added course) – added for majors with a minor or strength in Spanish.
Narrative draft for changes in the minor

- With the change in allowing a three-credit (only) internship, the major becomes simply 24 credits.

**Required Courses 15 credits**
- Change ENGL 266 Business Writing – OR – ENGL 367 Technical Writing 3 cr. We make this change for the same reasoning as with the change in the major.
- Add ENGL 371 Proposal Writing 3 cr. This course is moved from directed elective to required with the same reasoning as with this change in the major.
- Drop ENGL 251 Advanced Composition 3 cr. Students frequently have a major in English with a literature or creative writing option that already requires ENGL 251. This course is moved from to directed electives category from the required category in order to make room for this group of students for the beneficial course of 374. For other majors 251 would be considered helpful but not necessary and not as useful as 374.
- ENGL 374 Cyberliteracy and Writing on the Web 3 cr. This course is deemed a more useful course for the minor than ENGL 251.
- *English majors may NOT double count ENGL 251 for this minor, but must take an additional appropriate course selected from ENGL 361, JOUR 370, JOUR 372, JOUR 269, JOUR 360, MARC 361, THEA 334. This language should be stricken due to the double-count rule adopted by Faculty Senate.*

**Directed Electives: select three (9 credits)**
- ENGL 251 Advanced Composition 3 cr. This course is moved from required to directed elective for the reasons mentioned above.
- ENGL 371 Proposal Writing: Change Through Rhetoric. This course is moved to the required category as discussed above.
- ENGL 379 Internship 3 cr. This course is changed from 2-3 cr. to 3 cr. So the “9 credits, choose 3” actually works – variable credit course – students need to know here that they need 3 credits to fulfill this elective properly.
- ENGL 374 Cyberliteracy and Writing on the Web. This course is moved to required category for reasons stated above.
- ENGL 482 Writing Seminar in Fiction and Poetry. 482 has a number of stated and enforced or preferred prerequisites: ENGL 262, two of 368, 369, 370, and 382. In its place we added ENGL 370, Writing Nonfiction. This course has only one prerequisite (ENGL 262, Introduction to Creative Writing), which would be accepted into this category by program exception where it is not already taken for another purpose. JOUR 320 Journalism and Public Opinion. This course no longer appears on the course listing online.
- ENGL 266 Business Writing 3 cr. See comment above.
- ENGL 367 Technical Writing 3 cr. See comment above.
- ENGL 362 Introduction to Rhetorical Studies 3 cr. Given that Professional Writing is based in the study of rhetoric, this more recently developed English is being added as an elective.
- ENGL 494 Senior Seminar in Professional Writing 3 cr. This course was recently created and is pertinent to the Professional Writing minor.
- ENGL 370 Nonfiction Writing 3 cr. The expository nature of the course content fits this area of study more closely than does the course (ENGL 482) that it replaces in this list because 482 also focuses on fiction and poetry.
- ENGL 467 Advanced Technical Writing 3 cr. This course was recently updated (was ENGL 366) and is pertinent to the Professional Writing minor.
CURRENT

Professional Writing Major
Liberal Arts: 36 Total Credits
Required Courses 24 credits
ENGL 251 Advanced Composition 3 cr.
ENGL 266 Business Writing 3 cr.
ENGL 362 Intro. to Rhetorical Studies 3 cr.
ENGL 367 Technical Writing 3 cr.
ENGL 374 Cyberliteracy & Writ on Web 3 cr.
ENGL 387 Technical and Prof. Editing 3 cr.
ENGL 389 Sp Top: Writ. Sem. Prof Writ. 3 cr.
Directed Electives in Writing: 9 credits, choose three
ENGL 262 Creative Writing 3 cr.
ENGL 366 Advanced Tech Writing 3 cr.
ENGL 370 Writing Nonfiction 3 cr.
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr.
ENGL 372 Practicum: Peer Tutoring and Writing Instruction 3 cr.
ENGL 379 Internship 2-3 cr.
ENGL 389 Topics course in Rhetoric 3 cr.
JOUR 269 Multimedia Storytelling 3 cr.
JOUR 360 Opinion Writing 3 cr.
MARC 370 Public Relations Principles 3 cr.
ART 225 Advertising Design I 3 cr.

Directed Electives in Language: 3 credits, choose one
COMS 311 Persuasion 3 cr.
ENGL 320 Structure of English 3 cr.
ENGL 321 Engl Lang.: History & Culture 3 cr.
ENGL 324 Survey Am Lit. I, to 1900 3 cr.
ENGL 325 Survey of Am Lit. II, 1900-1980 3 cr.
ENGL 331 Survey of Engl. Lit. I, to 1800 3 cr.
ENGL 332 Survey of English Lit. II, 1800- 3 cr.

PROPOSED

Professional Writing Major
Liberal Arts: 36 Total Credits
Required Courses 24 credits
ENGL 251 Advanced Composition 3 cr.
ENGL 266 Business Writing 3 cr.
OR
ENGL 367 Technical Writing 3 cr.
ENGL 362 Intro. to Rhetorical Studies 3 cr.
ENGL 371 Proposal Writing 3 cr. ADD
ENGL 374 Cyberliteracy & Writ on Web 3 cr.
ENGL 387 Technical and Prof. Editing 3 cr.
ENGL 494 Writ Sem in Prof. Writing 3 cr.
Directed Electives in Writing: 9 credits, choose three
ENGL 262 Creative Writing 3 cr.
ENGL 266 Business Writing 3 cr.
OR
ENGL 367 Technical Writing 3 cr. ADD
ENGL 366 Advanced Tech Writing 3 cr. DROP
because the course was revised to the 467 number
ENGL 370 Writing Nonfiction 3 cr.
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr. DROP here; (insert in required).
ENGL 372 Practicum: Peer Tutoring and Writing Instruction 3 cr.
ENGL 379 Internship 2-3 cr. (Must be 3 cr.)
ENGL 389 Topics course in Rhetoric (Environmental Rhetoric, Contemporary Rhetoric) 3 cr.
ENGL 467 Advanced Tech Writing 3 cr. ADD. It is a revision of ENGL 366 already in this category.
JOUR 269 Multimedia Storytelling 3 cr.
JOUR 360 Opinion Writing 3 cr.
MARC 370 Public Relations Principles 3 cr.
ART 225 Advertising Design I 3 cr. DROP no longer offered
SPAN 374 Spanish Professional Writing 3 cr. ADD
 Directed Electives in Language: 3 credits, choose one
COMS 311 Persuasion 3 cr. DROP replace Old catalog update from 2012.
MARC 311 Persuasion 3 cr. ADD replace
ENGL 220 Structure of English 3 cr. (from 320)
ENGL 321 Engl Lang.: History & Culture 3 cr.
ENGL 324 Survey Am Lit. I, to 1900 3 cr.
ENGL 325 Survey of Am Lit. II, 1900-1980 3 cr.
ENGL 331 Survey of Engl. Lit. I, to 1800 3 cr.
ENGL 332 Survey of English Lit. II, 1800- 3 cr.
CURRENT
Professional Writing Minor
23-24 credits
Required Courses 15 credits
*ENGL 251 Advanced Composition 3 cr.
ENGL 266 Business Writing 3 cr.
ENGL 367 Technical Writing 3 cr.
ENGL 387 Technical and Professional Editing 3 cr.

*English majors may NOT double count ENGL 251 for this minor, but must take an additional appropriate course selected from ENGL 361, JOUR 370, JOUR 372, JOUR 269, JOUR 360, MARC 361, THEA 334.

Directed Electives: select three 8-9 credits
COMS 311 Persuasion 3 cr.
COMS 316 Organizational Communication 3 cr.
ENGL 320 Structure of English 3 cr.
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr.
ENGL 372 Practicum: Peer Tutoring and Writing Instruction 3 cr.
ENGL 374 Cyberliteracy and Writing on the Web 3 cr.
ENGL 379 Internship (2-3 cr.)
ENGL 389 Topics course in Rhetoric 3 cr.
ENGL 482 Writing Seminar in Fiction and Poetry 3 cr.
JOUR 269 Feature Writing for Magazines and Newspapers 3 cr.
JOUR 320 Journalism and Public Opinion 3 cr.
JOUR 360 Opinion Writing 3 cr.
JOUR 270/ MARC 370 Public Relations Principles 3 cr.
MARC 360 Advertising 3 cr.

NEW
Professional Writing Minor
23-24 credits
Required Courses 15 credits
*ENGL 251 Advanced Comp 3 cr. DROP; (in elec.)
ENGL 266 Business Writing 3 cr.
OR
ENGL 367 Technical Writing 3 cr. ADD
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr. ADD
ENGL 374 Cyberliteracy and Writing on the Web 3 cr. ADD
ENGL 387 Technical and Professional Editing 3 cr.

*English majors may NOT double count ENGL 251 for this minor, but must take an additional appropriate course selected from ENGL 361, JOUR 370, JOUR 372, JOUR 269, JOUR 360, MARC 361, THEA 334. DROP.

Directed Electives: select three 8-9 credits
COMS 311 Persuasion 3 cr. DROP Old catalog update, dating from 2012
MARC 311 Persuasion 3 cr. ADD
COMS 316 Organizational Communication
*ENGL 251 Advanced Composition 3 cr. ADD
ENGL 266 Business Writing 3 cr.
OR
ENGL 367 Technical Writing 3 cr. ADD
ENGL 220 Structure of English (revised from 320)
ENGL 362 Intro to Rhetorical Studies 3 cr. ADD
ENGL 370 Writing Nonfiction 3 cr. ADD
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr. (in required) DROP
ENGL 372 Practicum: Peer Tutoring and Writing Instruction 3 cr.
ENGL 374 Cyberliteracy and Writing on the Web 3 cr. (in required) DROP
ENGL 379 Internship (2-3 cr.) Must be 3 cr.
ENGL 389 Topics course in Rhetoric 3 cr.
ENGL 467 Advanced Tech Writing 3 cr. ADD
ENGL 482 Writing Seminar in Fiction and Poetry 3 cr. DROP
ENGL 494 Writ Sem in Prof. Writing 3 cr. ADD
JOUR 269 Multimedia Storytelling 3 cr.
JOUR 320 Journalism & Public Opinion 3 cr. DROP
No longer offered.
JOUR 360 Opinion Writing 3 cr.
JOUR 270/ MARC 370 Public Relations Principles 3 cr. DROP crosslisting with JOUR
MARC 360 Advertising 3 cr.
Agenda
English Department
April 17, 2015
2:00 140 KFA.

Present: Furniss, Klemp, Luebke, Moline, Pavlov, Rein, Ross-Stroud, Toman, Conley, Maude, C.
Invited: Andersen, Bergquist, Blum, Conley, DeWolf, Eberhardt, Fischer, Hallstrom, Hunzer, Kerkvliet, Maude, C., Maude, K., Moline, Mueske, Parkinson, Petree, Pound, Schneider, Schneider-Rebozo, Shadden, Verrill; Sidegaray, Hatheway, Herrington, Jacobson, Kmiecik, Larson, Lavin, Leake, Zaimi.
Absent: Brantley, Gaard, Margolis, Parkinson (on sabbatical).

Call to order at 1:59.

APPROVAL OF THE MINUTES from February 20, 2015 (David, Joe ) declared passed passed unanimously without objection.

REPORTS
2. McNair Scholars (brochures handed out).
3. Kainan Univ. Taiwan visiting prof. possibility (check your emails for details).
4. Advising in Light of Changes Induced by Budget: see attachments from Marshall and Tricia.

2. Curriculum Matters
1. ENGL 379 for TTAP, still on hold due to CAS Dean’s Office’s developing a uniform international internship course. No change.
2. ENGL 381, Screenwriting, and other CW changes were before APP Monday, Feb. 23, and passed unanimously with no changes; the changes passed Senate March 2.
3. ESL 389, Special Topics, and ENGL 140, Academic Language and University Culture: passed CAS Curr Com; in front of Univ Curr Com March 27, 3:00.
4. ENGL 211 and ENGL 220: passed CAS Curr Com; in front of Univ Curr Com March 27, 3:00.

Assessment
   a. ENGL ED: TED 432 (Catherine F14: Done.)
   b. Lit: 444 (Marshall F14: Done.)
   c. Creative Writing: 482 (Jenny F14: Done; S15)
   d. Professional Writing: 494 (Mialisa S15 Done)
   e. TESOL: 420 (Annette S15 Done)
   f. TESOL MA: 620 (Annette S15 Done)

7. Other Reports?
   g. Visiting Writers: April 23, 3:30, Library Breezeway Freya Manfred. She writes personal material which can draw students in as well as poetry.
   h. Thanks to department members Joe Rein, Catherine Ross-Stroud, Kathleen Hunzer, Doug Margolis, and Nick Karolides who attended Tuesday, April 14, the English Department Awards gathering and to David Furniss, who once again
provided the group with Year-appropriate food—Chinese chicken salad, egg rolls, and almond cookies—this year in the Year of China) and initiated Sigma Tau Delta inductees as the co-advisor to STD.

i. April 28: this year’s Prologue issue launch: 6:30; reading portion at 7:30.

OLD BUSINESS: None.

NEW BUSINESS: None.

1. In light of a Faculty Senate motion passed on March 25, 2015, a proposal before the department is attached regarding prerequisites in the Professional Writing major and minor (i=current prerequisite; ii=proposed prerequisite). These may be sent forward as a list with departmental minutes. Attachment “Proposed Prereq Prof Writ.” Motion to approve the changes to the Professional Writing course prerequisites (David, Mialisa) passes unanimously.

2. In light of a Faculty Senate motion passed on March 25, 2015, a proposal before the department is attached regarding prerequisites in literature and writing courses in the department (i=current prerequisite; ii=proposed prerequisite). These may be sent forward as a list with departmental minutes. Attachment: “Proposed Prereq Engl.”* Motion to approve the literature and writing course prerequisites in the English Department (Mialisa, Joe) was approved unanimously.

3. A proposal before the department is attached regarding program changes in the Professional Writing major and minor. These must go through the regular curriculum process. Attachment: “Proposed Program Prof Writ.” Motion to approve changes in the Professional Writing program (Mialisa, Annette) was approved unanimously.

4. In light of a Faculty Senate motion passed on March 25, 2015, a proposal before the department is attached regarding courses that are in more than one category in the Broad Area major. The changes are to preserve the structure of the Broad Area major. Without them, there will be a question as to what to take when a single course fulfills more than one category. (There would still be 63 credits in the major, but two categories would be fulfilled.) Rather than leave this up to individual students or their advisors, we can keep the structure as we agreed upon before these budget-induced changes. FYI to advisors, if a student took a course formerly in two categories and wished to take a second course formerly in two categories but precluded with the proposed change, as chair I would write a program exception for that student (which would further preserve the status quo, which is the object of these proposed changes). These changes must be entered into the regular curriculum process. Attachment “Broad Area Double Count fix.” A motion to approve changes in the Broad Area major (Joe, Steve) was passed unanimously (also to update designators and drop no longer taught courses).

5. ENGL/FILM 289 Special Topics: Major Directors: Stanley Kubrick (see attached syllabus and note from English Department Curriculum Committee Chair). A motion to approve this topic for a 289 (Steve, David) passed unanimously.

MISC. BUSINESS

ADJOURN (David, Joe): declared passed unanimously.

Spring Dept. Meetings

- Friday, February 20, 2:00, Room 140 KFA
- Friday, March 27, 2:00, Room 140 KFA
*From Michelle: my recommendation [is]...that 253 still be required for any literature class that is 300 or above. The other changes look fine.

On the occasions when students without 253 take 331 or other upper division lit courses, they have difficulty with the final paper, which asks them to take a clearly articulated critical position to a work or works and produce an analysis. In some cases I’ve found myself giving a cliff’s notes version of, say, new historicism, which event really ought never to happen, and I expect is causing irreparable rifts in the space/time continuum. (Ha ha).

They’re taking in so much historical and cultural information alongside an overview of genre development, that having a sketch in mind already of the critical tradition really is required, to my mind.

Of course I do understand that the obscenely dire straits in which we find ourselves may leave us little choice, but I will sleep a little better having got my two cents in. I will stand by whatever the department decides.

**Marshall:** What you say, Michelle, makes perfect sense, and what you advocate is part of the architecture of our courses that I too was very much an advocate for when our 300- and 400-level major courses are considered as being for English majors and minors only.

The context that is changed is that with the lack of a required minor and consequently more electives, combined with a presumed appeal of English courses, whether we would wish to increase the possible audience. This audience, if it ever materialized, would be assumed to be interested in the field but unskilled in the field (as you eloquently observe). The question is whether we as a department would be interested in assisting in some way this audience (who would be tacitly required by virtue of being in the course with majors to basically sink or swim) or not.

One always stands for academic good sense and program rigor until the consequences must be borne in the form of a course cancelled for low enrollment, right? So if the audience self-selects into upper division English courses, we might be better served relaxing our architecture a bit.

Or not. I’m perfectly happy to go with how the debate flows, too.

With regard to 253, it seems to apply slightly differently to three different areas: our 300-courses (survey, Shakespeare, 355), our period courses, and our capstone course. In any case we have an interesting opportunity to re-think and either re-do or re-affirm!