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

From: Wes Chapin, Chair  
Faculty Senate  
University of Wisconsin-River Falls  

June 15, 2011  
RE: UWRF Faculty Senate Motion 2011-2012/04  

At the June 14, 2011 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2011-2012/04 was passed and it is effective immediately. This motion is forwarded to you for your action.  

Motion from the Academic Program and Policies Committee (Jim Zimmerman, Chair) to accept the proposed changes in the Professional Writing program  

Approved  

Disapproved  

Dean Van Galen, Chancellor  

Date 4/21/11
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

1. Program title: English-Liberal Arts Major-Professional Writing
2. Department(s): English
3. College(s): College Of Arts And Sciences
4. Proposal prepared by: Mialisa Moline Date: 4/7/11

5. Check all that apply:
   - [ ] New program
   - [ ] Change in course name
   - [ ] Change in Major
   - [x] Change in course content
   - [x] Existing program
   - [ ] Change in number of credits
   - [ ] Change in Minor
   - [x] Change in Emphasis/Option

6. Other Programs/Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):

   1. 
   2. 
   3. 
   4. 

7. Date of Implementation: Spring Semester 2012 Year

8. Have all courses in this program been approved? Yes [x] No [ ]
   If “No,” which ones? 

9. Attach Request Narrative. (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

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<tr>
<th>Department Chair</th>
<th>Signature</th>
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<tr>
<td>Laura Graven</td>
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<td>4/18/11</td>
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<td>College Curriculum Cmmt. Chair</td>
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<td>Dean of College</td>
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<td>University Curriculum Cmmt. Chair</td>
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<td>Academic Policy &amp; Programs Cmmt. Chair</td>
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<td>Faculty Senate Chair</td>
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<td>Provost / Vice Chancellor</td>
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<td>Chancellor</td>
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NOTE: The master copy of this transmittal and 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), and Department Chair(s)] of approvals and necessary actions to implement changes.

Rev. 11/08
Request Narrative

New Emphasis in Professional Writing for the English – Liberal Arts Major

The Department of English requests approval for a new emphasis in professional writing to be added to the English – Liberal Arts Major. Over the last five years, the English Department’s minor in professional writing has grown steadily by about 72%, with 44 minors as of today. In response to current institutional discussions about the future of minors at UWRF, combined with the steady growth and interest in our professional writing program, we seek to ensure that our program in professional writing continues to grow.

The attached documents articulate, respectively, the requirements for this new emphasis, semester offerings and faculty currently available to teach courses in the emphasis, and a suggested course sequencing for students (to be included in the Guide to the UWRF English/TESOL Majors and Minors handbook).

This emphasis requires that students take eight required courses, three directed electives in writing, and one directed elective in language, for a total of 36 credits.

A special topics course for a writing seminar in professional writing serves as a capstone course for graduating seniors, so that those students may prepare portfolio materials tailored to the Society of Technical Communication (STC) certification process. This certification process was approved by the STC Board of Directors during the 2010 STC Summit. Both the certification process and the writing seminar in professional writing are new. Therefore, the department agreed that a special topics approach would be best in order to adapt to changes that may take place in the certification process as it is refined.

The English Department has unanimously approved this new emphasis in the English Liberal Arts Major on April 7, 2011, and no new faculty need to be added to the department to handle the changes proposed at this time.
English – Liberal Arts Major – Professional Writing Emphasis

1) Required courses – 24 credits
   - ENGL 251 – Advanced Composition (3 credits) (prereq: CA)
   - ENGL 266 – Business Writing (3 credits) (prereq: CA)
   - ENGL 367 – Technical Writing (3 credits) (prereq: CA)
   - ENGL 387 – Technical and Professional Editing (3 credits) (prereq: 251 or 367)
   - ENGL 374 – Cyberliteracy and Writing on the Web (3 credits) (prereq: CA)
   - ENGL 362 – Introduction to Rhetorical Studies (prereq: junior standing)
   - ENGL 389 – Special Topic: Writing Seminar in Professional Writing (prereq: tbd)

2) Directed Electives in Writing: Select three - 9 credits
   - ENGL 371 – Proposal Writing: Change Through Rhetoric (prereq: 251 or 367 or 266)
   - ENGL 372 – Practicum: Peer Tutoring and Writing Instruction (prereq: 361 or consent of instructor)
   - ENGL 389 – Topics course in Rhetoric (one offered per year on a rotational basis until they are all taught up to three times and need formalized and added to the list of electives – Environmental Rhetoric, Contemporary Rhetoric, Legal Rhetoric, Medical Rhetoric, Rhetoric in the Public Sphere, Writing for Children and Families) (prereq: variable)
   - ENGL 262 – Creative Writing (prereq: CA)
   - ENGL 370 – Writing Nonfiction (prereq: 251 or consent of instructor)
   - ENGL 366 – Advanced Technical Writing (Instructions and Manuals) (prereq: none listed)
   - ENGL 253 – Introduction to Literary Studies (prereq: 251)
   - JOUR 269 – Feature Writing for Magazines and Newspapers (prereq: none)
   - JOUR 360 – Opinion Writing (prereq: sophomore standing)
   - JOUR/MARC 370 – Public Relations Principles (prereq: MARC 100)
   - ENGL 379 – Internship (3 credits) (prereq: consent of department)
   - ART 225 – Advertising Design I (prereq: none)

3) Directed Electives in Language - 3 credits
   - CSTA/MARC 311 – Persuasion (prereq: CSTA 101)
   - ENGL 320 – Structure of English (prereq: junior standing)
   - ENGL 321 – English Language: History and Culture (prereq: junior standing)
   - A survey course in English literature (ENGL 324, 325, 331, or 332) (prereq: varies per course, all require CA plus either 253 or junior standing)

Total: 36 credits