

CERTIFICATE IN PROFESSIONAL WRITING



SACRAMENTO STATE
Redefine the Possible

In Workflow

1. ENGL Committee Chair (hellen.lee@csus.edu)
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3. ALS College Committee Chair (rfisher@csus.edu)
4. ALS Dean (rfisher@csus.edu)
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15. WASC (amy.wallace@csus.edu)
16. Catalog Editor (torsetj@csus.edu)
17. Registrar's Office (w lindsey@csus.edu)

Approval Path

1. Tue, 13 Apr 2021 22:49:31 GMT
Hellen Lee (hellen.lee): Rollback to Initiator
2. Thu, 15 Apr 2021 23:14:23 GMT
Hellen Lee (hellen.lee): Rollback to Initiator
3. Fri, 16 Apr 2021 19:46:54 GMT
Hellen Lee (hellen.lee): Approved for ENGL Committee Chair
4. Sun, 25 Apr 2021 18:13:48 GMT
David Toise (dwtoise): Approved for ENGL Chair
5. Fri, 07 May 2021 18:06:20 GMT
Robin Fisher (rfisher): Rollback to Initiator
6. Fri, 14 May 2021 18:57:38 GMT
Hellen Lee (hellen.lee): Approved for ENGL Committee Chair
7. Fri, 14 May 2021 21:41:14 GMT
David Toise (dwtoise): Approved for ENGL Chair
8. Tue, 18 May 2021 01:15:11 GMT
Robin Fisher (rfisher): Approved for ALS College Committee Chair
9. Tue, 18 May 2021 03:07:28 GMT
Melinda Wilson Ramey (mwilson): Approved for ALS Dean

New Program Proposal

Date Submitted: Sat, 08 May 2021 16:12:19 GMT

Viewing: Certificate in Professional Writing

Last edit: Sat, 08 May 2021 16:12:18 GMT

Changes proposed by: Angela Laflen (223000258)

Academic Group: (College)

Arts & Letters

Academic Organization: (Department)

English

Catalog Year Effective:

2022-2023 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
Angela Laflen	angela.laflen@csus.edu	916-278-6011
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Hogan Hayes	hogan.hayes@csus.edu	916-278-5729

Type of Program Proposal:

Certificate

Is this a pilot program?

No

Is this a Fast Track program?

No

Title of the Program:

Certificate in Professional Writing

Designation: (degree terminology)

Certificate - Undergraduate

Abstract of the proposal:

The Professional Writing Certificate prepares students to communicate as rhetorically effective and ethical writers in diverse workplace contexts.

Briefly describe the program proposal (new or change) and provide a justification:

A Professional Writing Certificate would enhance the degree of any currently enrolled Sacramento State undergraduate student in any major by signalling to employers that the student has a level of competence with writing and familiarity with workplace genres and standards. The Professional Writing Certificate would be of use to any student who expects to write in their future career. Moreover, our program's focus on a rhetorical approach to professional writing will prepare students to adapt their professional writing skills to changing contexts and technologies.

The Professional Writing Certificate also supports larger departmental and institutional goals and initiatives. In particular, the certificate will promote engaged learning and the opportunity for our students to assist a variety of industry and non-profit organizations in the Sacramento community. We will work closely with the Community Engagement Center to help set up industry internships for our professional writing students, which will provide them with hands-on experience and important connections for after graduation. This work will have a distinct anti-racist component as we mentor underrepresented students to help them make valuable professional contacts and cultivate internships and service-learning projects for our professional writing courses that will benefit under-served Sacramento residents. We also envision a partnership with the University Reading and Writing Center in which students enrolled in the Professional Writing Certificate are placed as professional writing tutors in the center, working with clients on resumes, cover letters, proposals, and other types of professional documents. Professional writing students could offer similar support for applicants developing proposals and pitches intended for submission to the Carlsen Center.

Objectives of the degree program:

The "Certificate in Professional Writing" prepares students to communicate as rhetorically effective and ethical writers in diverse workplace contexts. Upon successful completion of the designated course of study, a certificate will be awarded.

PLO 1: Demonstrate a working knowledge of praxis—the ways professional writing theory and practice inform one another

PLO 2: Write clearly, effectively, and multimodally; to use rhetorical knowledge to inform writing process; to locate, evaluate, organize, and incorporate evidence effectively; and to examine explicitly writing and thinking processes

PLO 3: Engage, evaluate, and critique a variety of professional writing methods

PLO 4: Conduct research in professional writing using appropriate methods and methodological frameworks

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
 Knowledge of human cultures and the physical and natural world
 Integrative learning
 Personal and social responsibility
 Intellectual and practical skills

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Please attach a Comprehensive Program Assessment Plan (required)

PW Certificate Comprehensive Assessment Plan.docx

Please attach a Curriculum Map Matrix (required)

Professional Writing Certificate Curriculum Map Matrix.docx

Please attach a five-year budget projection (required)

Five Year Budget Projection.docx

Please attach the Smart Planner roadmap:

smart planner roadmap.docx

Catalog Description:

The Professional Writing Certificate prepares students to communicate as rhetorically effective and ethical writers in diverse workplace contexts. Students learn the theories that inform professional writing and gain hands-on experience by producing a variety of professional documents and completing an internship. Professional writing takes place within organizational and/or institutional contexts and includes workplace genres such as reports, correspondence, manuals, employment documents, grants, etc. Given the contexts in which professional writing takes place, there is a strong emphasis on writing in digital environments and using data effectively.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

No prerequisites are necessary to pursue the certificate.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

To attain this certificate a student would complete four classes:

1. ENGL 120P: Professional Writing (change to Introduction to Professional Writing)
2. ENGL 120T: Technical Writing
3. ENGL 195W: Writing Program Internship
4. And ONE of the following courses:

ENGL 110J: Traditional Grammar and Standard Usage

ENGL 120C: Topics in Composition

ENGL 120R: Topics in Rhetoric

ENGL 120S: Writing in the Social Sciences

ENGL 120E: Digital Writing and Rhetoric

ENGL 120Q: Topics in Professional Writing

ENGL 120L: Community Writing and Literacy

ENGL 130F: Writing For Television

ENGL 130J: Writing Feature Film Scripts

ENGL 130M: Art of Autobiography

ENGL 130N: Creative Non-Fiction

ENGL 195A: Writing Center Theory and Practice: Internships

ENGL 195C: Internship in Field Work

Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:

survey:enrollment in pw courses.docx

Provide justification for any discrepancies between national/statewide/professional manpower surveys and local findings:

n/a

For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:

This is an undergraduate certificate

Professional uses of the proposed degree major program:

The Professional Writing Certificate prepares students to write in their future careers.

The expected number of majors in:

1st Year Enrollment:

0

3rd Year Enrollment:

0

5th Year Enrollment:

0

1st Year Graduates:

0

3rd Year Graduates:

0

5th Year Graduates:

0

Please attach any additional files not requested above:

consultation with CEC.pdf

consultation with Carlsen Center.pdf

Reviewer Comments:

Hellen Lee (hellen.lee) (Tue, 13 Apr 2021 22:49:31 GMT): Rollback: update attachments

Hellen Lee (hellen.lee) (Thu, 15 Apr 2021 23:14:23 GMT): Rollback: rolling back for new uploads

Emily Potts (emily.potts) (Wed, 05 May 2021 18:29:01 GMT): Dear Professors Laflen, Dunn, Hayes and Clark-Oates, The committee recommends the following modifications to your proposal for the sake of approval: As discussed in the meeting, please clarify in the justification which students can take the certificate program "any currently enrolled undergraduate student in any major... etc." Thank you, -Emily Potts

Robin Fisher (rfisher) (Fri, 07 May 2021 18:06:20 GMT): Rollback: Dear Angela, please see Prof. Potts requested edit on behalf of the committee. Thank you for coming to our meeting! Best, Robin.

Key: 508