



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Certificate

UNIVERSITY:	USD
TITLE OF PROPOSED CERTIFICATE:	Professional Writing
INTENDED DATE OF IMPLEMENTATION:	Fall 2018
PROPOSED CIP CODE:	23.1303
UNIVERSITY DEPARTMENT:	English
UNIVERSITY DIVISION:	Arts & Sciences

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

_____ Date

Institutional Approval Signature
President or Chief Academic Officer of the University

1. Is this a graduate-level certificate or undergraduate-level certificate (place an "X" in the appropriate box)?

Undergraduate Certificate Graduate Certificate

2. What is the nature/purpose of the proposed certificate?

The proposed certificate will provide students across the disciplines with broadly applicable and transferrable skills in professional writing. The certificate in professional writing will also serve as support for a range of disciplines in which writing represents an important element, although not necessarily the primary focus, of the field.

3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹

A Professional Writing certificate complements degrees in academic fields ranging from business, to health sciences, to education. Specifically, it credentials students across the disciplines with the skills necessary for effective professional writing in multiple genres, skills increasingly valued in fields that may not, on the surface, appear to be directly connected to writing. This certificate will make students more marketable in their chosen fields and will provide them with broadly applicable skills that will serve them in graduate study or in the pursuit of career changes.

The U.S. Bureau of Labor Statistics indicates that technical writing is a fast-growing field with 52,000 jobs currently in the market. Employment of technical writers "is projected to grow 11 percent from 2016 to 2026, faster than the average for all occupations."²

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

² Writers and Authors – Occupational Outlook Handbook. U.S. Bureau of Labor Statistics.
<https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm>. Accessed June 27, 2018.

According to the 2011 GMAC Corporate Recruiters Survey, 86% of employers listed “strong communication skills” as a desired ability, making it the most cited feature in the survey’s listing of “Desired Knowledge, Skills, and Abilities Employers Seek in New MBA Hires”.³ Robert Hosking points to a recent study that indicates nearly 2/3 of all professions require writing skills; moreover, they estimate that \$3.1 billion are spent on professional writing on-the-job training.⁴ The 2016 median pay of \$69,850 per year for technical writers represents solid earning potential with a bachelor’s degree.⁵ The more broadly defined “Writers and Authors” occupation indicates median pay of \$61,820 per year, and a growth rate of 8%.²

4. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

The certificate is designed to reach students in all academic fields and to credential them with the marketable and broadly applicable skill of professional writing. The required courses are writing courses that will provide students across the disciplines with a solid grounding in principles of professional writing, grammar, and rhetorical theory and practice. Many students will have already taken ENGL 203: English Grammar and/or ENGL 205: Business Writing (SGR#1) to fulfill university and/or department requirements. A certificate in Professional Writing complements degrees in all academic fields, including fields that may not, on the surface, appear to be directly connected to writing. This certificate will stack into a minor or major in English with a specialization in Professional Writing. The only prerequisite course for all requirements is ENGL 101 or UHON 110 (or transfer equivalents), a course required for all first-semester students at USD.

5. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ENGL	203	English Grammar	3	no
ENGL	205	Business Writing	3	no
ENGL	378	Professional Writing	3	yes
ENGL	486	Rhetorical Theory and Practice*	3	yes
Subtotal			12	

Providing students a grounding in the theory and application of rhetoric, from its classical origins to contemporary manifestations, is consistent with the liberal arts mission of USD and will allow students a degree of understanding of the foundations upon which professional writing is based.

*This course is not new to the South Dakota system, but will need to be activated for USD. The two new courses that are included in this certificate, ENGL 378 and ENGL 486, may also serve as requirements for the Specialization in Professional Writing, major electives for the English major, or elective credit for any USD student. These courses match student interest and need for further coursework in writing, one the most desired skills for all new college graduates.

³ “2011 Corporate Recruiters Survey.” Graduate Management Admissions Council, http://www.gmac.com/~media/Files/gmac/Research/Employment-Outlook/2011GMAC_CorporateRecruiters_SR.pdf. Accessed 4 Apr. 2017.

⁴ Hosking, Robert. “Why Good Writing Skills Are Important in Today’s Workplace—and Tips for Developing Them.” *Executive Secretary Magazine*, 25 Mar. 2014, <http://executivesecretary.com/why-good-writing-skills-are-important-in-todays-workplace-and-tips-for-developing-them/>. Accessed 4 Apr. 2017.

6. Student Outcome and Demonstration of Individual Achievement.⁶

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? *The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.*

The certificate will provide students across the disciplines with broadly applicable and transferrable skills in professional writing. Students completing the certificate will demonstrate:

1. The ability to write clearly and effectively in a range of professional genres.
2. Understanding of the forms and conventions of the most common genres of professional writing.
3. Ability to strategically apply principles of rhetoric to enhance their professional communication.

B. Complete Appendix A – Outcomes using the system form. *Outcomes discussed below should be the same as those in Appendix A.*

7. Delivery Location.⁷

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	yes	Fall 2018

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	no		

	Yes/No	If Yes, identify delivery methods ⁸	Intended Start Date
Distance Delivery (online/other distance delivery methods)	no		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)?⁹

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	no		

⁶ Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

⁷ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

⁸ Delivery methods are defined in [AAC Guideline 5.5](#).

⁹ This question responds to HLC definitions for distance delivery.

Appendix A: Individual Student Outcomes and Program Courses

USD Certificate in Professional Writing

List specific individual student outcomes—knowledge and competencies—in each row. Label each column with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X the courses that will provide the student with an opportunity to acquire the knowledge or competency listed in the row. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.

<i>Individual Student Outcome</i>	ENGL 203	ENGL 205	ENGL 378	ENGL 486
The ability to write clearly and effectively in a range of professional genres.	X	X	X	X
Understanding of the forms and conventions of the most common genres of professional writing.		X	X	X
Ability to strategically apply principles of rhetoric to enhance their professional communication.			X	X