

Copies to:
Provost
Vice Chancellor for Admin & Finance
Deans
Outreach and Graduate Studies
Faculty Senate Chair
Faculty Senate Secretary
Registrar's Office (2)
Personnel Office
Date:5-2-07



Faculty Senate • http://www.uwrf.edu/faculty_senate/welcome.html

Senators: Chair – Wes Chapin, Vice Chair – Ogden Rogers, Secretary – John Heppen, Executive Committee – Brenda Boetel and Glenn Potts

TO: Don Betz, Chancellor
116 North Hall
University of Wisconsin-River Falls

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

RE: UW-RF Faculty Senate Motion 2006-2007/107

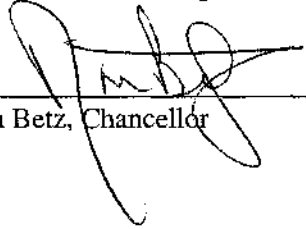
At the May 2, 2007 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2006-2007/107 was made, seconded, and passed. This motion is forwarded for your action

Program Change: English - Professional Writing

Motion 2006-2007/107 passed on May 2 2007. This motion will take effect immediately.

Approved

Disapproved



Don Betz, Chancellor



Date

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

Department & College Approval Signatures

	Signature	Date
MARC Department Chair	<u><i>Stephen J. Olson</i></u>	<u>20 March 07</u>
College Curriculum Cmtd. Chair	_____	_____
Dean of College	_____	_____

	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtd. Chair	_____	_____
Dean of College	_____	_____

	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtd. Chair	_____	_____
Dean of College	_____	_____

	Signature	Date
Department Chair	_____	_____
College Curriculum Cmtd. Chair	_____	_____
Dean of College	_____	_____

Program Change Narrative: Professional Writing

Recently the English Department has found several reasons to revise one of its minors: the Professional Writing—Business and Government option:

- 1) In order to align our minor more closely with others at comparative institutions and to reflect changes and developments in professional writing in the academy, our new minor will shift the focus of the minor more toward the writing and rhetoric side of Professional Writing.
- 2) The English Department's most recent program review resulted in the recommendation that we include an editing course in the minor, which then led us to review the minor and explore other changes that could also be beneficial.
- 3) When the Professional Writing minor was created in the English department, the university did not yet have a Marketing Communication major or minor; therefore, the Professional Writing—Business and Government option was meant to act in this capacity. Since we now have a thriving Marketing Communication program on campus, the English department has decided to update and re-organize both options in the Professional Writing minor: the Business and Government option and the Creative Writing option.

Business and Government option:

In order to meet our goals listed above, the following courses have been created:

- ENGL 387 Technical and Professional Editing—a course designed to strengthen the editorial and critical abilities of our students. The addition of this course was also strongly recommended by the last outside evaluator in the English Department's most recent program review
- ENGL 270 Visual Rhetoric: Document Design and Graphics—a crucial course to help students develop the skills necessary to succeed in today's visual world
- ENGL 371 Proposal Writing: Affecting Change through Rhetoric—a course that will teach students not only the primary content of writing proposals but also the supplemental content of how words and images can affect change in an audience
- ENGL 374 Cyberliteracy and Writing on the Web—another course that will keep our students up-to-date as they enter a business world, one that is intimately connected to the Web
- ENGL 389 Topics in Rhetoric—this course will vary in content (i.e. Environmental Rhetoric, Feminist Rhetoric, Current Issues in Rhetoric, etc.) but each of these Topics classes will instill in students the value of rhetorical analysis and the importance of studying the means of expression that surround us on a daily basis

The previous version of this minor had only three required classes---ENGL 251 Advanced Composition, ENGL 266 Business Writing, and ENGL 367 Technical Writing. These requirements will now be supplemented by two of the courses named above--- ENGL 387 and 270, which will bring the required credits for the minor up to 15.

To re-focus the minor toward the writing and rhetoric side of Professional Writing, and since many of the courses in the current minor are represented in other minors, the following courses will be removed as elective options: ART 225 (Advertising Design I), 235 (Intro to Black and White Photography), 303 (Advertising Design II), 335 (Studio Photography); JOUR 266 (Photojournalism); CSIS 105 (Microcomputer Applications); SCTA 116 (Business and Professional Communication), 211 (Public Speaking), 216 (Communication in the Interview). The previous version of the minor had two elective sections, but now all elective credits will be listed together. Students will now take 8-9 elective credits to complement their required courses. By removing the courses listed above, the minor will be more appealing to students in Journalism as well as Marketing Communication since the revised Professional Writing minor will provide more focused attention on writing and will not overlap with existing minors that are more centered on the art and design segment of professional communication.

Finally, the title for the minor will now be Professional Writing rather than Professional Writing: Business and Government option to better reflect the diversity of careers that can stem from this minor.

Creative Writing option:

Although the English department currently has a Creative Writing major, we still see the value in and need for a Creative Writing minor; therefore, this minor will remain primarily intact as it exists now.

The following changes were made due to the suggestions of our two primary creative writing professors, Dr. Ronald Neuhaus and Dr. Jenny Brantley:

- Instead of being titled Professional Writing: Creative Writing option, the name will now be Creative Writing minor
- The course SCTA 334: Playwriting will not be an option under “A” of the Directed Electives but will remain an option under “C” of the Directed Electives. Replacing SCTA 334 in the “A” section will be ENGL 382: Writing Workshop for Poetry and Prose

The rest of the Creative Writing minor will remain the same.

[Fwd: Re: Letter of support]

Subject: [Fwd: Re: Letter of support]
From: "Kathleen Hunzer" <kathleen.hunzer@uwrf.edu>
Date: Wed, 21 Mar 2007 15:37:27 -0500 (CDT)
To: kathleen.r.svoboda@uwrf.edu

----- Original Message -----
Subject: Re: Letter of support
From: "Stephen Olsen" <stephen.t.olsen@uwrf.edu>
Date: Wed, March 21, 2007 11:08 am
To: "Kathleen Hunzer" <kathleen.hunzer@uwrf.edu>

I support the proposed changes in the Professional Writing minor.

Kathleen Hunzer wrote:

Hi, Steve,

I know you just signed the transmittal form, but I also need you to jot me a quick email that says that you support our changing the minor. Thanks!

Kathleen

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Film Studies Coordinator
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715-425-3354

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Stephen Olsen <stephen.t.olsen@uwrf.edu>
Chair
Marketing Communications
University of Wisconsin -- River Falls