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PROPOSAL SCC #01-02- 205

CURRICULUM PROPOSAL FORM 2001-2002

NON-GENERAL EDUCATION PROCESS A

***DEADLINES: Deadline dates for 2001/2002 submissions: Regular proposals: October 19, 2001 to be implemented in Fall 2002; Short-Term proposals: December 7, 2001 to be implemented in Fall, 2002; Regular proposals February 15, 2002 to be implemented in Spring, 2003; March 22, 2002 for short-term courses to be implemented in Spring 2003.**

PROPOSAL TITLE: Special Topics 01-02-015
(under M.A. in Writing)

SPONSOR(S): Dr. Jeffrey Maxson

DEPARTMENT: Composition and Rhetoric

COLLEGE: Communication

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check one: Undergraduate Graduate

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

- existing non-gen-ed course
- non-gen-ed degree requirements
- major
- minor, specialization, concentration, track, certificate program

DEPARTMENT
 (Signature indicates approval)

Dept. Curriculum Chair / Date Stephen Swartz 10-17-01

Dept. Chairperson / Date _____

ACADEMIC DEAN

Approved Not Approved Comments: _____

Dean's Signature/Date [Signature]

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) _____ Approved Not Approved _____

Comments:

Signature of College Chair/Date: Donald R Hill 2/14/02

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed _____

Comments:

Curriculum Chair Signature Janetta or Reeves Date Announced At Senate 1/29/02

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved _____ If no, reasons are as follows:

Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date Allen G. ...
7/11/02

REGISTRAR

Date Approved Course Description Received _____ Hegis Taxonomy & Course Number Assigned 661-618

Registrar Signature/Date Edwina C. Engel... 7/17/02

NOTIFICATION FORWARD

Senate Curriculum Committee Chairperson Academic Dean(s) IRP CAP re 7/23/02
 Department Chairpersons Registrar _____ Sponsor(s)

COURSE PROPOSAL

1. Details

- a) Course Title: Special Topics (^{under}MA in Writing)
- b) Sponsor: Dr. Jeffrey Maxson
- c) Credit Hours: 3
- d) Course Level: 600-level graduate
- e) Curricular Effect: Free elective in MA in Writing Program
- f) Prerequisites: None
- g) Suggested Time/
Scale of Implementation: Fall 2002 or thereafter
- h) Resources: Teaching faculty are on staff

2. Rationale:

Special Topics provides an opportunity for Composition and Rhetoric faculty to respond to needs and interests of students in the MA program and to current trends in the field, as well as to present areas of their current research interests in a semester-long classroom setting. Examples of topics include: sociolinguistics, writing differences, and writing as therapy.

Individual topics will be proposed by the teaching faculty member(s) or by students to the Graduate Program Advisor. The Graduate Advisor will then consult with Program faculty to ensure the fit of particular offerings with existing courses and within the program as a whole.

Multiple sections on different topics may be offered in the same semester, and students may take this course for elective credit more than once, as long as the theme of the course is different each time that the student enrolls.

3. Essence of the Course:

a) Objectives:

Objectives vary with particular course offering.

b) Topical Outline:

Varies with course offering.

c) Evaluation and Grading Procedures:

Varies with course offering.

d) Course Evaluation

Special Topics courses will be evaluated using the College of Communication student evaluation forms and critical review by Composition and Rhetoric faculty. Student evaluation forms will assess effectiveness of content and delivery, assignments and texts. The critical review by Composition and Rhetoric faculty will determine whether the course meets the needs and goals of the MA program. Critical review by department faculty can be met in several ways: classroom observation, syllabus review, and faculty meetings at regular intervals to assess progress.

4. Results of Consultations

Consultations have been carried out within the Department and with the Journalism and Creative Writing Department. All have been supportive.

5. Additional Supporting Information

6. Course Description : *Special Topics*
(Hegis number) *(under M.A. in Writing)*


This course has a changing focus that permits faculty to offer specialized seminars focused on current developments in the field, areas of faculty research and scholarship, or in response to student requests. Multiple sections of this course, each focused on a different topic, may be offered during a semester. Students may take this course for elective credit more than once, as long as the theme of the course is different each time that the student enrolls.

Janice Rowan

Chair, Department of Composition and Rhetoric
College of Communication
Rowan University

Date: June 10, 2002

To: Dr. Helen Giles-Gee and Dr. Phillip Lewis

From: Janice Rowan 

Subject: Curriculum Proposals, Undergraduate, Composition and Rhetoric

Here are sheets which show the curricular impact of the course changes we have requested.

The yellow sheet shows our undergraduate major, Writing Arts, as it is now, prior to the changes (see circled areas).

The proposed changes, underlined on the white sheets, are of two kinds: adding Special Topics and Independent Study; moving the course Evaluating Writing from its place in Related Electives Bank III to a position as one of the five Major Requirements; and moving Creative Writing I as a choice (along with Creative Writing II) into Related Electives Bank I.

Through careful advisement, we plan to provide the best choices for our Coordinate Majors and Specialization students.



June 11, 2002

Master of Arts in Writing

Dr. Laretta Reeves
Chair
Curriculum Committee
Rowan University
Glassboro, NJ 08028

Dear Laretta:

Pursuant to the Provost's request for the curricular impact three graduate courses, Information Architecture, Special Topics, and Independent Study, would have on the Master of Arts in Writing degree, enclosed are supporting materials.

Enclosed is the proposal for the forthcoming Professional and Technical Writing Track in the M.A. degree. This directly relates to the inclusion of the course, Information Architecture. Information Architecture is a class we have run as a Special Topics for two summers, and we find that between eight and ten students register for the three-week class. Students want to know more about Web site development, especially as to how this material connects to business-to-business situations. Information Architecture classes are popular with people in professional and technical writing concentrations, and no other institution in New Jersey offers such a class. The closest course is at Drexel University, and that does not focus on the writing and rhetorical aspects of Web architecture.

The Information Architecture class is populated mostly by master's students in Writing, but we have had many undergraduates sign up for the course. In addition, the Public Relations master's degree faculty would like to make this class available to their students. This class will update both degree programs to feature at least one class in Web studies.

Regarding the Special Topics and Independent Study requests, these two courses add valuable flexibility within the degree program. When we wish to pilot a new graduate class to meet changes in the Writing field, for instance, the Special Topics class allows us to "test out" the viability of running a new class before moving toward curriculum revision. Also, the Special Topics graduate classes permit instructors to put forward classes that are timely in the field or relate to a professor's research area, but do not warrant the development of a stand-alone course.

Additionally, a Special Topics graduate HEGIS number is required for students to receive credit from The Graduate School. At this time, several of our students have taken Special Topics classes using an undergraduate HEGIS number, and Graduate School faculty have told me that we must obtain a Special Topics HEGIS number immediately so this "cross registration" does not continue.

The Independent Study request is for very limited situations to keep students in progress toward their degree. Last year, we had six people sign up for a graduate class and it could not run because registration did not meet the eight seats. The Registrar said the course could run as an Independent Study, but since the program did not have an Independent Study HEGIS number, we could not pursue this option. This year, we had a student who was pregnant and confined to her bed during the last two trimesters. This woman was unable to continue her progress toward the degree. If we had an Independent Study, she could have signed up for a class and taken it independently, either e-mailing, faxing, or having someone drop off the work.

These three courses are the remaining classes that need to be included in the Master of Arts in Writing program. All that is left after these courses are approved is the final approval of the addition of the Professional and Technical Writing track.

I hope this answers the questions posed regarding curricular impact these three courses would have on the Master's program in Writing. Should there be further questions, please contact me at penrod@rowan.edu, or phone me at 256-4330.

Sincerely,

Diane Penrod, Ph.D.
Associate Professor
Graduate Program Advisor
Master of Arts in Writing
Hawthorn Hall

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Minor Curricular Change Proposal :
Addition of a Professional and Technical Writing Track for the M.A. in Writing

1. Details:

- a) Track Title: Professional and Technical Writing
- b) Sponsor: Dr. Diane Penrod, Department of Composition and Rhetoric,
College of Communication, Graduate Program Adviser for the
M.A. in Writing
- c) Credit Hours: 12 credit hours within the 30-hour M.A.
- d) Course Level 500-level graduate
- e) Curricular Effect: New track in the Master of Arts in Writing.
- f) Prerequisites: None.
- g) Suggested Time/
Scale of Implementation Fall 2002.
Track will be housed in the Department of Composition and
Rhetoric because faculty members academically trained in this area
of writing are housed in that department. All regular procedures of
the College of Communication and the Graduate School will be
followed.
- h) Resources Teaching faculty are on staff consistent with the
College of Communication budget.
- i.) Library sources New library acquisitions will be required over time.

2. Rationale for the New Track:

In the last *Philadelphia Inquirer* job market section (October 2001), over 65 advertisements were listed for advanced-level positions connected to writing. These jobs, ranging from editors to technical writers, require not only years of on-the-job experience; employers also expect an advanced degree from qualified candidates. The Professional and Technical Writing track proposed for the Master of Arts in Writing fulfills students' needs for gaining the education necessary to compete for higher-paying positions as writers in business and industry. This track responds to the region's growing expectations for excellent written communicators in commercial settings.

It is important to note that this track does not interfere with the graduate-level courses listed or taught in either the Public Relations or the MBA and Accounting programs. Students in the Professional and Technical Writing track focus on learning the rhetorical strategies of and the current theories for writing in various workplace environments. These students also examine the historical development of writing in these contexts, tracing the evolution of correspondence from the *Ars Dictaminus* in the twelfth century to the present use of information architecture for the World Wide Web. For those students wishing to expand their specific understanding of writing in public relations or in accounting or business administration, they will be advised to take classes in those programs.

3. Essence of the Track:

a) Objectives:

This proposed track presents three objectives for students:

- (i) To engage students in a program of study that offers strong theoretical and practical components regarding the use of writing in workplace settings;
- (ii) To supplement students' workplace knowledge with current research in professional and technical writing;
- (iii) To offer students sustained opportunities to investigate and research situations in professional and technical writing that can generate new knowledge to be used in area businesses and industries.

b) Topical Outline:

The outcome of this track is for students to prepare their culminating thesis or project and to present their finished work at a symposium attended by the faculty and students in the M.A. program.

STRUCTURE OF ORGANIZATION

Required Courses of All M.A. in Writing Students (12 s.h.)

| | |
|---------|---|
| 0601554 | Core I: Theories and Techniques for Writers |
| 0601559 | Core II: Research for Writers |
| 0601561 | Seminar I |
| 0601571 | Seminar II |

Courses in the Proposed Managerial Track (12 s.h.)

| | |
|---------|--|
| 0601560 | Managerial Communication |
| 0601542 | Technical Writing |
| 0601XX | Information Architecture (new course—see proposal) |

Select from ONE of the following courses based on students' needs:

| | |
|---------|--|
| 0601517 | Publication Layout and Design |
| | OR |
| 0601550 | Introduction to Communication Research |
| | OR |
| 0601555 | Writing for Electronic Communities |

Interdisciplinary Component (6 s.h.)

Can be taken in any graduate program on campus. We strongly suggest students select courses from programs in Public Relations, Accounting, or Business Administration in addition to journalism classes or future Special Topics offered in our own M.A.

4. Results of Consultations:

a) Consulted Departments: Composition and Rhetoric, Journalism and Creative Writing, Public Relations, Business Administration, and The Graduate School.

b) Consultants and Consultant Statements: Donald Bagin, Graduate Program Advisor, M.A. in Public Relations; Carl Hausman, Chair, Journalism/Creative Writing; Jay Kuder, Dean of the Graduate School; Ed Moore, Interim Chair, Public Relations/Advertising; Richard Parker, Graduate Program Advisor, Master of Business Administration; George Romeo, Graduate Program Advisor, Master of Arts in Accounting; Janice Rowan, Chair, Composition and Rhetoric.

c) Written Consultations: See attached.