MEMORANDUM

September 5, 2015

TO: Arts & Sciences Program Review Committee, Committee on Undergraduate Curriculum & Standards, University Program and Budget Committee, University Senate, and Provost Gates

FROM: Patrick Ryan, Chair
Department of Writing, Linguistics, and Creative Process

RE: Proposal for revision of the Professional Writing major

During the 2013-2014 academic year, the Department of Writing, Linguistics, and Creative Process conducted a comprehensive review of its academic programs. A report of this program review (available on request) was submitted to the Dean of Arts and Sciences and the Provost in spring of 2014. Subsequently, during the 2014-2015 academic year, the department, guided by its findings in the program review, outlined changes to its bachelor’s program. Members of the department, in unanimous agreement, request approval of proposed revisions to the curriculum for the Bachelor of Arts in Professional Writing.

Rationale

Currently, a student earning the bachelor’s in Professional Writing may choose one of five “options”—curricular concentrations focused on the student’s goals as a writer:

   4. Public Relations, or 5. General.

The proposed curriculum eliminates two weak options: Public Relations because it is too narrowly focused and the General option because it is so diffuse that students lack sufficient opportunity to study genres in depth. Significantly, very few writing majors have chosen these two tracks that the department would like to eliminate.

Proposed: The proposed undergraduate curriculum preserves and enhances the three options that the vast majority of Professional Writing majors have chosen:


   The Creative Writing option would remain unchanged. Business and Technical Writing would be consolidated into a single option for students who plan to write for business and industry. Journalism and Public Relations would be consolidated because they complement each other in their rhetorical and stylistic principles.

Documentation uploaded to SharePoint Curriculum

The minutes of the departmental meeting of March 14, 2015, outline the proposed changes to the bachelor’s in Professional Writing. In addition to the minutes of that meeting, you may find the proposed major outlined in a tentatively revised version of the department’s section of the Undergraduate Catalog.

If you have any questions about the proposal, please do not hesitate to ask me (ryanp@wcsu.edu 203.837.3273). Thank you.