



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Western State University

Program Title: Technical Communication

Degree/Certificate: Bachelor of Science

Options: None

Delivery Site(s): Missouri Western State University campus

CIP Classification: 230101

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: August 2017

Cooperative Partners: Click here to enter text.

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Jeanne Daffron, Provost

Name/Title of Institutional Officer

Jeanne Daffron

Signature

2/20/17

Date

Kaye Adkins, Professor of English

Person to Contact for More Information

816-271-5967

Telephone

Missouri Western State University
B.S. in Technical Communication
Program Proposal

Rationale for the Program

This program will provide an alternative to students who are interested in technical communication, but who want more work with documentation technology than is offered in the Technical Communication option of the B.A. in English. The program includes a broader range of professional communication courses and experiences than is offered in the existing option in the B.A. in English.

Evidence of Market Demand

Anecdotally, we know that demand is high in our area because we regularly receive about twice as many requests for referrals from area employers as we have graduates to fill those requests. The Society for Technical Communication Salary Database continues to project strong growth in the field of technical communication. This is based, in part, on current employment trends as well as projections. In 2014, employment of technical communicators increased by 15.4% in computer and peripheral equipment manufacturing, by 16.2% in pharmaceuticals, and by 37.5% in government agencies. Over the next decade, the U.S. Department of Labor projects employment in the field to grow by 10% nationally and 9% in Missouri. According to the Society for Technical Communication, in 2015, Kansas City ranked second in metropolitan markets in employment growth for technical communicators, up 29% from 2014.

Address Program Duplication

While Missouri State University offers a Bachelor of Science in Professional Writing and Missouri S&T offers a Bachelor of Science in Technical Communication, neither of those programs are designed to offer students the interdisciplinary coursework in mass media, multi-media, and foreign language that the proposed program offers. The Bachelor of Science in Technical Communication at Missouri Western will uniquely prepare students for careers as technical communicators in the global economy.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	8	10	15	20	30
Part Time	2	4	4	4	5
Total	10	14	19	24	35

Please provide a rationale regarding how student enrollment projections were calculated:

Projections are based on enrollment in the technical communication option in the Bachelor of Arts in English, on feedback from interviews with potential, and former students about interest in a Bachelor of Science degree, and on the experience of other programs that have added a Bachelor of Science in Technical Communication. Additional information was drawn from the comprehensive program database developed by Lisa Meloncon and Sally Henschel, the results of which have been shared through numerous professional presentations and journal articles, as well as through personal communication with Missouri Western faculty.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Anecdotally, we know that demand is high in our area because we regularly receive about twice as many requests for referrals from area employers as we have graduates to fill those requests. The Society for Technical Communication Salary Database continues to project strong growth in the field of technical communication. This is based, in part, on current employment trends as well as projections. In 2014, employment of technical communicators increased by 15.4% in computer and peripheral equipment manufacturing, by 16.2% in pharmaceuticals, and by 37.5% in government agencies. Over the next decade, the U.S. Department of Labor projects employment in the field to grow by 10% nationally and 9% in Missouri. According to the Society for Technical Communication, in 2015, Kansas City ranked second in metropolitan markets in employment growth for technical communicators, up 29% from 2014.

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SPA/GER/FRE/CHI 100	3	Elementary French I, Spanish 1, German I, or Chinese 1
SPA/GER/FRE/CHI 101	3	Elementary French II, Spanish II, German II, or Chinese II
SPA/GER/FRE/CHI 200	3	Intermediate French I, Spanish I, German I, or Chinese I
	45	
Electives (six hours)		
COM 410	3	Organizational Communication
GBA 220	3	Business Communication
ENG 245	3	Intro to Creative Writing
ENG 385 ENG 386	3	Creative Writing: Prose OR Creative Writing: Poetry
JOU 224	3	Web Content and Design
JOU 104	3	Introduction to Digital Photography
JOU 303	3	Media Law & Ethics
SPA/GER/FRE/ CHI 201	3	Intermediate French II, Spanish II, German II, or Chinese II
	6	
Total	51	

E. Free elective credits:

27-31

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Completion of an internship (ETC 316) and a senior portfolio (ETC 401) are required of all students

G. Any unique features such as interdepartmental cooperation:

Interdepartmental cooperation is a feature of this program, which includes required courses from five academic disciplines across three departments.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri Western State University
Program Name Bachelor of Science in Technical Communication
Date January 1, 2017

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
None
- Characteristics of a specific population to be served, if applicable.
None

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty are expected to have a Master's or PhD in English, Technical Communication, or a related field.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
100%
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to meet university expectations for continued employment.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
30
- Percent of full time and part time enrollment by the end of five years.
80% full time, 20% part time

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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Graduates at three years: 6, Graduates at five years: 10
- Special skills specific to the program.
Students will develop skills in writing, editing, industry standard tools for creation and distribution of documentation, oral and visual communication of technical information.
- Proportion of students who will achieve licensing, certification, or registration.
None expected by the end of their undergraduate program. The professional certification program administered by the Society for Technical Communication is designed for practitioners with at least three years experience.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
All students will complete a Senior Portfolio which is scored by outside evaluators. 90% of students expected to rate at least "competent."
- Placement rates in related fields, in other fields, unemployed.
Placement rates in technical communication are comparable to or above those in similar fields such as journalism.
- Transfer rates, continuous study.
Unknown, although the current program regularly receives transfer students from Metropolitan Community College in Kansas City, MO.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
There are no plans for accreditation, as there is no accrediting body.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
We will conduct qualitative surveys with alumni one year post graduation. We expect that 90% of graduate will indicate that they are satisfied or very satisfied with their experience in the program.
- Expected satisfaction rates for employers, including timing and method of surveys.

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We will conduct qualitative surveys with selected employers one year after placement. We expect that 90% of employers will indicate that they are satisfied or very satisfied with the preparation of our graduates.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

The Department of English and Modern Languages currently offers technical communication options in the Bachelor of Arts in English and the Bachelor of Arts in Modern Languages. The faculty members who teach in the program are active members of both academic and practitioner professional organizations, regularly presenting at international conferences and publishing in journals. Areas of faculty research and specialization include computer-mediated communication, visual rhetoric, technical editing, and technical documentation. Faculty bring this research and professional activity, as well as industry experience to their courses. The existing program has a strong network of alumni and employers throughout the region.