![ASU Arizona State University logo]

PROPOSAL TO ESTABLISH A NEW MINOR

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate minors or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate minors may have additional requirements.

A minor is an approved, coherent focus of academic study in a single discipline, other than the student's major, involving substantially fewer hours of credit than a corresponding major. Certain major and minor combinations may be deemed inappropriate by either the college or department of the major or minor. Inappropriate combinations include (but would not be limited to) ones in which an excessive number of courses in the minor are simultaneously being used to fulfill requirements of the student's major.

A minor:
- Requires a minimum of 15 credit hours of which at least nine credit hours must be upper division
- Is not intended for students pursuing a major in the department which offers the minor

College/School/Institute:	College of Integrative Sciences and Arts
Department/Division/School:	
Proposing Faculty Group (*if applicable*)**:**	Faculty of Interdisciplinary Humanities and Communication, Technical Communication
Proposed Minor Name:	Technical Communication
Requested effective date: For deadline dates, see: Curriculum Workflow Calendars.	2018-19

Delivery method and campus or location options: select all locations that apply

☐ Downtown Phoenix   ☒ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☒ **Both** on-campus **and** ☒ ASU Online* **-** (check applicable campus(es) from options listed above)

☐ ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus <u>then</u> complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name:	Eva Brumberger	**Title:**	Association Professor & Program head, Technical Communication
Phone number:	480-727-5981	**Email:**	Eva.Brumberger@asu.edu

DEAN APPROVAL(S)
This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Duane Roen

Signature *Duane H. Roen*   **Date:** 2/13/2018

College/School/Division Dean name:
(if more than one college involved)

Signature _____   **Date:** __/__/20___

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. **Overview**

   A. Description
      Provide a brief description of the proposed minor.

      The minor in technical communication provides students from other degree programs a foundation in workplace-oriented communication skills that will complement many majors, particularly those in engineering and other technical disciplines, and can make students more competitive in their career path. The minor will teach students how to design, produce, and manage professional documents, both print and digital; students will also strengthen their technology abilities. The minor will be offered online and on the Polytechnic campus.

   B. Why should this be a minor rather than a concentration?

      We currently offer a BS in Technical Communication. Many of the students in our courses are non-majors, and many take more than one technical communication course. A number of students in other majors (e.g. graphic information technology; human systems engineering) are interested in extended coursework in technical communication; the minor provides them with an opportunity to showcase their technical communication coursework.

   C. Affiliation
      If the minor is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

      The minor will be affiliated with the existing technical communication bachelor's degree program. It will complement the program by enabling students who are not majors to develop knowledge and skills in technical communication.

   D. Demand
      Explain the need for the new minor (e.g., market, student demand, interdisciplinary considerations).

      The market in technical communication remains strong, and a minor in technical communication provides students in other degree programs a credential that is very attractive to employers. Engineering is one example; engineering graduates who can demonstrate the ability to communicate technical material to others are very much in demand. A minor is likely to have more weight with employers than a certificate, even when the two programs have comparable requirements. Undergraduate certificates are only three courses or so at many universities, so if employers are glancing at the education information on a resume, they are more likely to dismiss a certificate than a minor.

   E. Projected enrollment
      What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	10	20	30

2. **Support and Impact**

   A. Faculty governance
      Attach a supporting letter from the chair of the academic unit verifying that the proposed minor has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the minor as presented in the proposal, without impacting core program resources.

      Please see the attached letter of support from the Program Head of Technical Communication and Interim Faculty Head of Interdisciplinary Humanities and Communcation, Dr. Eva Brumberger.

B. Other related programs

Identify other related ASU programs and outline how the new minor will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic unit administrators need to be included with this proposal submission.)

There are no related programs at ASU, and this minor will not impact the communication minors currently offered at ASU or the minor in digital audiences offered by the Walter Cronkite School of Journalism and Mass Communication because technical communication is a distinct professional field with only limited overlap. For example, a key focus of technical communication is helping lay audiences understand technical information; this is not a focus of general communication programs.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

All courses for the minor are already offered by the Technical Communication faculty in the College of Integrative Sciences and Arts.

3. **Academic Curriculum and Requirements**

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed minor. Examples of program learning outcomes can be found at (http://www.asu.edu/oue/assessment.html).

- Analyze, articulate and respond to the needs of specific audiences and communication situations
- Use information, reading, and writing for inquiry, learning, thinking, and communication
- Understand that research and writing are a series of tasks, including accessing, evaluating, analyzing, and synthesizing data and information from a variety of sources
- Demonstrate ability to communicate verbally and visually in multiple genres
- Demonstrate awareness of community and cultural patterns in communication
- Demonstrate understanding of legal and ethical uses of information and technology
- Understand the role of technologies in accessing, managing, developing, and communicating information
- Demonstrate ability to use a range of technologies for writing, editing, and designing

B. Program Map

Attach a copy of the "proposed" map for this minor program. Instructions on how to create a "proposed minor map" in BAMM can be found in the Build a Major Map Training Guide.

C. Curricular structure

Provide a description of the curricular requirements for the minor. Be specific in listing required courses as well as electives and specify the total minimum number of hours required for the minor.

Required Minor Courses				
Prefix	**Number**	**Title**	**Is this a new course?**	**Credit Hours**
TWC	301	Fundamentals of Writing for Digital Media	No	3
TWC	401	Fundamentals of Technical Communication	No	3
TWC	411	Principles of Visual Communication **OR**	No	3
TWC	421	Principles of Web Authoring	No	3
TWC	431	Principles of Technical Editing	No	3
			Section sub-total:	12

Elective Minor Courses

Prefix	Number	Title	Is this a new course?	Credit Hours
TWC	411	Principles of Visual Communication	No	3
TWC	414	Visualizing Data and Information	No	3
TWC	421	Principles of Web Authoring	No	3
TWC	422	Social Media in the Workplace	No	3
TWC	435	Global Issues in Technical Communication	No	3
TWC	443	Grant & Proposal Writing	No	3
TWC	444	User Experience	No	3
TWC	445	Content Management and Topic-Based Authoring	No	3
TWC	446	Technical and Scientific Reports	No	3
TWC	451	Copyright and Intellectual Property in the Electronic Age	No	3
TWC	452	Information in the Digital Age	No	3
TWC	453	Information and Communications Technology in American History	No	3
TWC	454	Information Technology and Culture	No	3
TWC	494	Special Topics	No	3
			Section sub-total:	6

Other Minor Requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable	**Credit Hours**
Section sub-total:	0
Total minimum credit hours required for the minor	**18**

D. Minimum residency requirement
   How many hours of the minor must be ASU credit?

   15

E. New courses
   Provide a brief course description for each new course.

   There are no new courses in the proposed minor. All courses for the minor are existing TWC courses that are offered on a regular basis.

   Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost's Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda.

4. **Administration and Resources**

   A. Enrollment criteria
      Describe the procedures and any qualifications for enrollment in the minor.

      The minor is open to all ASU undergraduate majors with the exception of Technical Communication. Students should have a 2.00 GPA and be in good academic standing.

   B. Administration
      How will the proposed minor be administered (including enrollment, student advisement, retention, minor completion verification, etc.)?

      College of Integrative Sciences and Arts advisors will verify that enrolled students have completed all program requirements.

   C. Resources
      What are the resource implications for the proposed minor, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this minor, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this minor.

      No new resources will be required for the minor.

   D. Primary faculty
      List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Eva Brumberger	Associate Professor & Program Head	Visual communication, workplace communication, intercultural communication
Tatiana Batova	Assistant Professor	User experience, global communication, content management
Barbara D'Angelo	Clinical Associate Professor	Technical and professional communication, medical communication
Claire Lauer	Associate Professor	Visual communication, data visualization
Barry Maid	Professor	Social media, technical and professional communication
Andrew Mara	Associate Professor	User experience, applied rhetoric

5. **Additional Materials**

   A. Appendix
      Complete and attach the Appendix document.

   B. Program of study
      Provide one or more model programs of study (if appropriate).

   C. Attach other information that will be useful to the review committees and the Office of the Provost

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APPENDIX
OPERATIONAL INFORMATION FOR MINORS

(This information is used to populate the Degree Search/catalog website.
Please consider the student audience in creating your text.)

1. **Proposed Minor Name: Technical Communication**

2. **Marketing Description**
   Optional. 50 words maximum. The marketing description should not repeat content found in the program description.

   Develop a foundation in effective professional communication that will make you more competitive in your chosen career path. Learn how to design, write and manage professional content while strengthening your technology abilities.

3. **Program Description (150 words maximum)**

   The minor program in technical communication provides students from other degree programs a foundation in workplace-oriented communication skills that will complement many majors, particularly those in engineering and other technical disciplines, and can make students more competitive in their career path. The minor teaches students how to design, produce and manage professional documents, both print and digital; students also strengthen their technology abilities.

4. **Contact and Support Information**
   Building code and room number: (*Search ASU map*)   SANCA 233
   Program office telephone number: (*i.e. 480/965-2100*)   480/727-1526
   Program Email Address: CISA@asu.edu

   Program Website Address: https://cisa.asu.edu/tech-comm

5. **Program Requirements**
   Remember to attach a copy of the "proposed" map for this minor program. Instructions on how to create a "proposed minor map" in BAMM can be found in the Build a Major Map Training Guide.

6. **Enrollment Requirements**
   If applicable, list any special enrollment requirements applicable to this minor in addition to the standard text. Enrollment requirements for all minors include the following text.

   GPA Requirement: 2.00

   Majors Ineligible to Add This Minor: Technical Communication

   Other Enrollment Requirements: None

   Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor for more information.

7. **Delivery/Campus Information Options:**   Both, On-Campus and ASU Online
   Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

8. **Campus/Locations** *indicate **all** locations where this program will be offered.*

   ☐ Downtown Phoenix   ☒ Polytechnic   ☐ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

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The undergraduate minor in technical communication requires 18 credit hours.

Required Courses -- 12 credit hours

TWC 301: Fundamentals of Writing for Digital Media (L) (3)
TWC 401: Fundamentals of Technical Communication (L) (3)
TWC 411: Principles of Visual Communication (L) or TWC 421: Principles of Web Authoring (L) (3)
TWC 431: Principles of Technical Editing (3)

Elective Courses -- 6 credit hours

TWC 411: Principles of Visual Communication (L) (3)
TWC 414: Visualizing Data and Information (3)
TWC 421: Principles of Web Authoring (L) (3)
TWC 422: Social Media in the Workplace (3)
TWC 435: Global Issues in Technical Communication (3)
TWC 443: Grant & Proposal Writing (3)
TWC 444: User Experience (3)
TWC 445: Content Management and Topic-Based Authoring (3)
TWC 446: Technical and Scientific Reports (L) (3)
TWC 451: Copyright and Intellectual Property in the Electronic Age (3)
TWC 452: Information in the Digital Age (3)
TWC 453: Information and Communications Technology in American History (H) (3)
TWC 454: Information Technology and Culture (C) (3)
TWC 494: Special Topics (3)

A grade of "C" or better is required for all courses in the minor.

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

To: Jennifer D. Shea, PhD, Manager, Curriculum Development, Office of the University Provost
From: Eva Brumberger, Interim Faculty Head, Interdisciplinary Humanities and Communication and
        Program Head, Technical Communication
Date: February 26, 2018

Re: Supporting statement for proposal to establish minor in Technical Communication

The proposed minor in Technical Communication has received approval from the faculty through appropriate procedures. Because all of the courses for the proposed minor are already being taught as part of the technical communication major, the minor will not impact core program resources. The resources are already in place to support the minor.

Eva R. Brumberger
Interim Faculty Head, Interdisciplinary Humanities & Communication
Associate Professor & Program Head, Technical Communication