

WAYLAND BAPTIST UNIVERSITY
Virtual Campus
School of Languages and Literature

Wayland Baptist University Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

Course Name: ENGL 3320.VC01 - Foundations of Technical Communication

Term and Year: Fall VC 2018

Full Name of Instructor: Ashley Hardage Edlin

E-mail: edlina@wbu.edu (e-mail is the best way to reach me)

Office Phone: (806) 291-1113 (I do not check voicemail outside of office hours)

Office Hours, Building, and Location: Online, various times and by appointment.

Class Meeting Time and Location: WBU's Virtual Campus: <http://wbu.blackboard.com>

Catalog Description: Study and practice of developing formal and informal technical and business documents, such as reports, proposals, resumes, instructions, and professional correspondence; emphasis on technical and/or professional environment.

Prerequisite: Advanced Standing

Required Textbook and Resources: This course uses Inclusive Access, which means MindTap access and an electronic copy of the textbook are billed for the course as part of your tuition and fees. MindTap access and an electronic copy of the textbook will be available to you beginning on the first day of class. The bookstore will send additional information about Inclusive Access and opting out during the first week of class.

- Anderson, Paul. (2017). *Technical Communication: A Reader-Centered Approach*. 9th Edition. Boston, MA: Cengage Learning. ISBN-10: 1-305-66788-3; ISBN-13: 978-1-305-66788-4.
- Access to Blackboard and WBU e-mail along with access to a computer with internet are also required for successful completion of the course.

Course Outcome Competencies: Upon the conclusion of this course, students actively engaged in learning will be able to:

1. Analyze the audience, purpose, and context of any technical writing situation.
2. Communicate ethically, recognizing the challenges posed and the ramifications of neglecting to do so.
3. Use current technology and software to research, design, develop, and/or present information.
4. Compose and design effective and usable technical documents in various genres and edit documents for correctness, clarity, and audience appropriateness.

The more the student puts into the course, the higher his or her outcome competencies will be.

Attendance Requirements: As stated in the Wayland Catalog, students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

****Because this is an online course and because we will not meet synchronously, your attendance for the course is largely dependent on your contribution to the discussion board's topics and other participation grades. In keeping with the on-site attendance policy, failure to provide a full response for at least 75% of the discussion topics will result in an F for the course.****

Disability Statement: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

You are expected to submit original work in this class. This means the work you submit for this class cannot be from another course. Further, plagiarism in this course will not be tolerated. Plagiarism is constituted as stealing words or ideas from another source and passing them as your own. Since this class specifically focuses on research, you should be especially conscious of attributing your sources. Students who plagiarize or recycle work in this class will receive a zero for the assignment and will be subject to university policies regarding plagiarism. (See Languages and Literature Policy on Plagiarism and Academic Dishonesty in Blackboard.)

Due Dates and Late Penalties: Assignments are due by 11:59 p.m. (Central Time Zone) on the date posted. Be sure that your clock matches the clock in WBU's Blackboard. All assignments must be submitted to the Blackboard site to receive a grade. These deadlines, like most things in life, are not negotiable. *Any late assignment will receive a 20-point deduction per day late. Late assignments are not accepted after 5 days of the assignment's due date.*

Expectations, Communication, & Other Information: While the nature of an online course allows students to work at their own pace, you are expected to keep up with the course materials weekly. *Please note, this is not a self-paced course.* This means that you should keep up with the readings and assignments posted each week, and you are responsible for turning in any assignments by the posted due date. Students who get behind in the weekly requirements will likely not do well in the course. Remember, also, that your attendance for the course is measured by your participation in the discussion board. Announcements and important information will be posted on the Blackboard site. Be sure to check the site often. Additional information may be sent to your WBU emails, so make sure you've set up a WBU email and are checking it often. Always feel free to email me if you are concerned about the course or your progress. I am available to help you, provide resources, and give direction—but I cannot help you if I do not know you're struggling.

In an effort to accommodate the schedules and preferences of online students, all major assignments are due on Sundays. However, although the HW assignments and major assignments are due on Sunday, this does not mean you should wait until the end of the week to think about them, particularly if you need help from me. I am happy to answer questions about assignments and will even give you feedback on assignments if you submit them early. However, please note that while I typically answer email within 24 hours M-F. I am not always as tied to a computer on the weekends. This means if you need help with an assignment, you'll need to get in touch with me by Thursday or Friday. I also strongly recommend you use the Multidisciplinary Writing Center (MWC). There's a link available in our Blackboard course. Be aware, too, that using the MWC resources likewise requires that you plan ahead for your assignments and your assignment questions. A successful student likely does not wait until Sunday night to begin the week's work.

If ever you have a major life event that will affect your participation in the course, it's imperative that you communicate with me as soon as possible. I try to work with students as best I can, but I can be more flexible and gracious if you tell me in advance rather than after the fact. In an online course, communication is *key*. As I mention above, I cannot help you if I do not know you're struggling. That said, like most of my students, I realize you probably work full time, have a family, and juggle other courses and commitments.

However, this is a 3000-level course, which means it ought to challenge you more than your previous courses. ENGL3320 is also a writing-intensive course, so be prepared to write weekly. If life's current restraints mean you cannot fully concentrate on the course's requirements, then you might consider taking the course at another point in your studies.

Course Requirements and Grading Criteria: More specific descriptions of the course requirements are available in course modules on the WBU Blackboard site: <http://wbu.blackboard.com>. However, the assignments and weights are posted below.

- **Discussion Board Posts and Responses (10%).** Students will complete discussion posts and responses (almost) every week throughout the term.
- **Quizzes (10%).** Students will complete reading quizzes (almost) every week throughout the term.
- **MindTap Exercises/Homework Assignments (10%).** Students will complete (almost) weekly activities/exercises in MindTap and/or via other means as homework.
- **Major Assignments (60%).** Students will design and create technical documents in a variety of genres over the course of the term. All documents must be submitted electronically to Blackboard. See Blackboard for additional assignment and grading information.
 - **Unit 1: Professional Correspondence (15%).** Students will write a letter to a company of their choice and will write a memo to the professor describing the company culture of the selected organization.
 - **Unit 2: Communicating with Employers (15%).** Students will conduct research on their professional industry and write a brief memo describing the results of their research, specifically as it relates to creating resumes and cover letters in their chosen field. Next, students will create/update/revise a resume and cover letter.
 - **Unit 3: Proposals (15%).** Students will conduct research and write a formal proposal to decision makers from either their job, local, state, or federal government, or WBU administration. Before the proposal is submitted, students will write a progress report memo to the professor.
 - **Unit 4: Documenting Instructions or Procedures (15%).** Students will create a set of instructions or procedures on a chosen topic. In addition, students will conduct a simple usability test on their instructions/procedures and will submit the results of their usability test to the professor as a memo.
- **Final Exam (10%).** The final exam will include material from the entire semester and may include multiple choice, matching, short answer, and memo response questions.

Policy 9.4.1: "Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation."

Tentative Schedule: The schedule below is a tentative outline for the term. As such, it is subject to change, with notification of course.

Weekly Topic	Reading	Discussion Topic	Assignment(s)
Week 1: Introduction to Technical Communication	Chs. 1 & 3	August 20: Introductions	<u>August 26</u> - DB1: Introductions - MindTap/Homework - Quiz #1
Week 2: Professional Correspondence	Ch. 6, 7, & 21	August 27: Company and Goal	<u>September 2</u> - DB2: Company Culture - MindTap/Homework - Quiz #2
Week 3: Clarity and Concision	Chs. 10 & 15	September 4: Style	<u>September 9</u> - DB3: Peer Review - Quiz #3 - Unit 1 documents
Week 4: Communicating with Employers	Chs. 2, 20, & 22	September 10: Position for Application	<u>September 16</u> - DB4: Job Prospects - MindTap/Homework - Quiz #4
Week 5: Document Design	Chs. 12, 13, & 14	September 17: Document Design	<u>September 23</u> - DB5: Peer Review - Quiz #5 - Unit 2 documents
Week 6: Formal Proposals	Chs. 19 & 23	September 24: Proposal Topic	<u>September 30</u> - DB6: Proposal Topic - MindTap/Homework - Quiz #6
Week 7: Formal Proposals	Ch. 26	October 1: Proposal Progress	<u>October 7</u> - Progress Report Memo
Week 8: Formal Proposals	Chs. 8, 9, & 11	October 8: Proposal Preparation	<u>October 14</u> - DB7: Peer Review - Quiz #7 - Unit 3 documents
Week 9: Instructions and Procedures	Ch. 27	October 15: Topic for Instructions/Procedures	<u>October 21</u> - DB8: Topic for Instruction - MindTap/Homework
Week 10: Research and Usability Testing	Chs. 4, 5, & 16	October 22: Usability	<u>October 28</u> - DB9: Peer Review - Quiz #8 - Unit 4 documents
Week 11: Final Exam	None	October 29: Course Reflection	<u>November 3</u> - DB10: Course Reflection - Final Exam

ALL ASSIGNMENTS MUST BE SUBMITTED TO BLACKBOARD TO RECEIVE CREDIT.