

Subject: RE: Certificate Program

Date: Thursday, February 20, 2014 at 11:39:07 AM Eastern Standard Time

From: Becky Mulvaney

To: Barclay Barrios

I'd say an elective as the sections fill up really fast already.

Becky

From: Barclay Barrios

Sent: Wednesday, February 19, 2014 2:43 PM

To: Becky Mulvaney

Subject: Re: Certificate Program

Great — I think that keeps all the options open for SCMS. Did you want it in the “core” of the certificate or as one of the electives? I don't know what enrollments are like for the course...

Barclay Barrios

Assistant Dean, Dorothy F. Schmidt College of Arts and Letters

Director of Writing Programs, Department of English

561-297-3838

From: Becky Mulvaney <bmulvane@fau.edu>

Date: Wednesday, February 19, 2014 at 2:31 PM

To: Barclay Barrios <bbarrrios@fau.edu>

Subject: RE: Certificate Program

Hi Barclay, I did a quick survey of the people involved, and at this point we'll take your suggestion to place Public Speaking on the list of courses for the certificate until we more clearly decide what we want to do in relation to the certificate.

Becky

From: Barclay Barrios

Sent: Wednesday, February 19, 2014 12:11 PM

To: Wendy Hinshaw; Stephen Charbonneau; Laura Winn; Becky Mulvaney; Noemi Marin

Subject: Certificate Program

All:

I will be taking the certificate to UPC directly on the Dean's behalf. Could someone please send me the latest version of the proposal and could you let us know what role SCMS would like to play?

Thanks,

Barclay Barrios

Assistant Dean, Dorothy F. Schmidt College of Arts and Letters

Director of Writing Programs, Department of English

561-297-3838

Subject: Fwd: Professional and Technical Writing Certificate

Date: Friday, February 21, 2014 at 12:32:09 PM Eastern Standard Time

From: Wendy Hinshaw (sent by wendyhinchaw@gmail.com <wendyhinchaw@gmail.com>)

To: Barclay Barrios

Support from Marketing

----- Forwarded message -----

From: James Gray <grayj@fau.edu>

Date: Wed, Sep 25, 2013 at 3:24 PM

Subject: RE: Professional and Technical Writing Certificate

To: Wendy Hinshaw <WHINSHAW@fau.edu>

Cc: Allen Smith <aesmith@fau.edu>

Hello Wendy—

I am willing to support the inclusion of the course, with the understanding that the prerequisite (MAR3326) is critical to students' success, in that it provides basic vocabulary, concepts and background—without which, success in MAR4334 would be unlikely.

Creative Advertising Strategy: Concepts and Design (MAR 4334) 3 credits

Prerequisite: MAR 3326

The strategy of advertising campaigns and the creation of persuasive advertisements in marketing, including background research, persuasion theory, creative thinking, message appeals, executional cues, copywriting, technical design and pretesting procedures.

The course is typically a rather low enrollment offering, and we could certainly handle more students, but I am concerned that there be no implication that the prerequisite would be waived on a wholesale basis. I don't ever want to set students up for disappointment.

We can talk by phone at your convenience,

--Jim Gray, Chairman

Marketing Department

FAU College of Business

561-297-3639 Voice

561-213-5890 Mobile

From: wendyhinchaw@gmail.com [mailto:wendyhinchaw@gmail.com] **On Behalf Of** Wendy Hinshaw

Sent: Wednesday, September 25, 2013 3:11 PM

To: James Gray

Cc: Barclay Barrios

Subject: Professional and Technical Writing Certificate

Subject: Fwd: Professional and Technical Writing Certificate

Date: Friday, February 21, 2014 at 12:32:55 PM Eastern Standard Time

From: Wendy Hinshaw (sent by wendyhinchaw@gmail.com <wendyhinchaw@gmail.com>)

To: Barclay Barrios

Confirmation of support from ISM

----- Forwarded message -----

From: Tamara Dinev <tdinev@fau.edu>

Date: Tue, Oct 1, 2013 at 8:25 AM

Subject: RE: Professional and Technical Writing Certificate

To: Wendy Hinshaw <WHINSHAW@fau.edu>

Dear Wendy:

Please call me Tamara. I am sorry about the delay of my response, I just was traveling with no Internet connection for a few days.

I am definitely willing to support your proposal. We will accommodate the students to waive the prerequisite requirement since the feedback from the instructor is that ISM 3011 is not exactly necessary in the first place.

I would like to suggest that you consider as another option (an OR clause) the following course that is even more interdisciplinary and writing oriented. It is designed with the other colleges in mind.

Social, Legal and Ethical Issues of Digital Data (ISM 4041) 3 credits

Covers larger ethical and social issues of computing, including the role of a digital society in the modern world. The material includes information privacy and security, ethical and legal theories and value systems and their application to the networked digitized world. Discussed also are social impact, human factors, use and misuse of computers.

Either way, you have my support

Best Regards:

Tamara

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Tamara Dinev, Ph.D.

Department Chair and Professor

Department of Information Technology and Operations Management

Subject: Fwd: Professional and Technical Writing Certificate

Date: Friday, February 21, 2014 at 12:39:00 PM Eastern Standard Time

From: Wendy Hinshaw (sent by wendyhinchaw@gmail.com <wendyhinchaw@gmail.com>)

To: Barclay Barrios

Here is Public Administration's support. They support their inclusion as well, but as you can see I had a phone conversation with Cliff McCue that further confirmed it.

----- Forwarded message -----

From: Cliff McCue <cmccue143@gmail.com>

Date: Thu, Sep 26, 2013 at 9:06 AM

Subject: RE: Professional and Technical Writing Certificate

To: Wendy Hinshaw <WHINSHAW@fau.edu>

Hi Wendy,

Well I am impressed. I think this is a great opportunity for our students. Is there any possibility of chatting about the program a little before I go forward? Also, I am sure that the committee would like to talk with you at some point to reaffirm what I told them. Is that possible as well?

Thanks,
Cliff

From: wendyhinchaw@gmail.com [mailto:wendyhinchaw@gmail.com] **On Behalf Of** Wendy Hinshaw

Sent: Thursday, September 26, 2013 8:40 AM

To: Cliff McCue

Subject: Re: Professional and Technical Writing Certificate

Hi Cliff,

Here's the proposal and list of the courses we're including in the certificate program. We have selected these courses based on our perception that they focus on writing and/or professional communication more broadly. We understand that students must fulfill all prerequisites in order to take the course, and so therefore upper-level courses such as PAD 3438 and PAD 4202 are most likely to serve students already majoring in those programs.

Best,
Wendy

On Thu, Sep 26, 2013 at 8:32 AM, Cliff McCue <cmccue143@gmail.com> wrote:

Greetings Wendy,

Yes, by all means I would like to learn more about this fantastic possibility. Could you please forward along the proposal and what is expected in the classes so that we can discuss it at our next BPM meeting?

Thanks,
Cliff

From: Ronald Nyhan [mailto:rcnyhan@fau.edu]
Sent: Wednesday, September 25, 2013 8:07 PM
To: Wendy Hinshaw
Cc: Clifford McCue (cmccue143@gmail.com)
Subject: RE: Professional and Technical Writing Certificate

I support the proposal. I am forwarding to the coordinator of our BPM program, Cliff McCue for comment.

Good to hear from you.

Ron

From: wendyhinshaw@gmail.com [mailto:wendyhinshaw@gmail.com] **On Behalf Of** Wendy Hinshaw

Sent: Wednesday, September 25, 2013 2:51 PM
To: Ronald Nyhan.

Subject: Professional and Technical Writing Certificate

Hi Ron,

I'm writing to tell you about a proposal that the English Department has developed for an interdisciplinary undergraduate Certificate in Professional and Technical Writing. We would like to include two courses from Public Administration (PAD 3438 and PAD 4202) as options in the certificate, and I'm writing to make sure that we have your support in including these courses as we move forward with our proposal.

I recognize that PAD 3438 and 4202 have prerequisite requirements and are intended to serve Public Administration majors: we are not seeking any changes to these requirements. We simply want to make sure that our Professional and Technical Writing Certificate serves students from many different majors who are also interested in further developing (and certifying) their professional writing skills. The courses we have compiled in the proposal come from across the university. We think this will certificate program will be well-received by students and administration, will serve students from any major, and will be an opportunity for future course development.