University of New Mexico-Valencia Campus
Professional & Technical Communication
With Professor Wood
Course Syllabus-Spring 2020

English 2210-502
CRN: 53320 (16-Week Course)
Dates: 1/21/2020-5/9/2020
Online Course-Blackboard Learn
Technical Support: (505) 277-5757
Click here for link to join our class on
REMIND for online office hours

Dr. Heather Wood
Office Location: A142B
E-mail: hdwood@unm.edu
Phone: (505) 925-8514
In-Person Office Hours: M 9:00AM-
11:30AM & 1:30PM-2:00 PM
Online Office Hours: T 9AM-12PM
And by appointment

Course Description

Welcome to English 2210—This course, Professional and Technical Communication, will introduce students to the different types of documents and correspondence they will create in their professional careers. This course emphasizes the importance of audience, document design, and the use of technology in designing, developing, and delivering documents. It will provide students with experience in professional correspondence and communicating technical information to a non-technical audience. The course is ideal for Chemistry, Biology, Geology, Math, IT, Business, English and Engineering majors.

Student Learning Outcomes

By the end of this course, students will be able to:
1. Choose professional communication appropriate for audiences and situations.
2. Write in different genres of professional communication.
3. Identify the purpose of a work-related communication and assess the audiences' informational needs and organizational constraints.
4. Employ appropriate design/visuals to support and enhance various texts.
5. Demonstrate effective collaboration and presentation skills.
6. Integrate research and information from credible sources into professional communication.

Required Materials

- Markel, Mike. *Technical Communication*. 12th Edition. New York: Bedford/St. Martin's, 2018. (Available at UNM Valencia bookstore and online at various retailers)
  ISBN-13: 978-1319058616 & ISBN-10: 1319058612
- Uninterrupted access to the internet is needed for the course, as well as basic word processing, writing, and research skills.
- NetID and Password

Instructor Biography

Dr. Heather Wood is Associate Professor of English at the University of New Mexico-Valencia Campus. She has been teaching undergraduate English for fifteen years, motivating her students with a true passion for the written word. Dr. Wood has taught all levels of college writing, including Accelerated Composition, Intermediate Composition, Technical Writing, and Contemporary Women's Literature in hybrid, face-to-face, and online formats. Her pedagogy embraces a commitment to Service Learning, Social Justice, and Equity/Inclusion. Previously, Dr. Wood served

as English Program Coordinator, Humanities Chair, and coordinator of the *Reading New Mexico* literary series. She was nominated for the UNM Online Teacher of the Year Award in 2018.

English 2210 Assignment List

• Discussion Posts (5 @ 20 PTS)	100 PTS	10%	
• Business Letter	50 PTS	5%	
• Resume & Cover Letter	50 PTS	5%	
• Corporate Ethics Assignment	50 PTS	5%	
• Audience Analysis Memo	50 PTS	5%	
• Web Page Design	50 PTS	5%	
• Graphic Design Evaluation	50 PTS	5%	
• Instructions Assignment	50 PTS	5%	
• Technical Project Abstract	50 PTS	5%	
• Proposal First Draft	50 PTS	5%	
• Proposal Final Draft	100 PTS	10%	
• Annotated Bibliography	50 PTS	5%	
• Technical Report First Draft	50 PTS	5%	
• Technical Report Final Draft	150 PTS	15%	
• Technical Report Presentation	50 PTS	5%	
• Final Exam	50 PTS	5%	
Total Points Possible	**1000 PTS**	**100%**	

Grade Scale

As noted above, there are 1000 points possible in this course. Grades will be determined using a traditional percentage system: 100-90% = A (1000-900 points); 89-80% = B (899-800 points); 79-73%= C (799-700 points); 69-60% = D (699-600); and below = F.

Score	Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

Assessment of Student Work

Student work is assessed based on performance exercising the Student Learning Outcomes (SLOs) listed above. Assignment rubrics are utilized, which correspond to the SLOs. These describe whether student work meets the assignment requirements. The activities in the course teach students the skills needed to master the learning outcomes of the course. Rubrics will be made available to students and will appear on the weekly Blackboard page. In general, an "A" is given when work is of

superior quality, a "B" is assigned for solid work, a "C" for acceptable work, a "D" for work that does not meet the assignment requirements in one or more ways, and an "F" for work that fails to meet the requirements of the assignment. Feedback in the form of rubrics and/or in-text comments will be provided to students so that they can see areas of potential improvement on their work.

Attendance Policy

Regular logins to our course Blackboard page are necessary for success in the course. Assignments open on Monday mornings and close on Sunday nights. Sunday night at midnight is the deadline to turn in the week's assignments. Assignments must be turned in on the Blackboard page in the appropriate assignment area. You can e-mail me at any time through the Blackboard Mail function for assistance with course-related questions. I can also help you via telephone or during office hours. If you have questions, it is to your advantage and your responsibility to get the answers you need early on so you don't fall behind in the course. We can also set up an appointment to meet outside of office hours if needed. Please don't hesitate to contact me at any time throughout the course with questions or concerns. My contact information is listed at the top of the syllabus and under the faculty profile page on Blackboard Learn.

Plagiarism

Plagiarism is the practice of appropriating someone else's work or ideas and passing it off as one's own. Copying information from the internet is one of the most common forms of plagiarism and is strictly forbidden in college writing. Plagiarism can also include such activities as copying another student's paper, downloading and turning in papers from the Internet, or copying passages from outside sources without proper documentation. Any of these forms of plagiarism is unacceptable. All outside sources will be tracked by internal electronic source trackers on Blackboard Learn. All research must be properly cited or the offending paper will receive a failing grade. Students who plagiarize may also receive an "F" in the course and may be reported to the judicial affairs office for disciplinary action by the university.

E-Mail Etiquette

Please use professional etiquette when sending e-mails to me during the semester. E-mails should be addressed with a subject heading including the type of question you are asking. For example, "Technical Abstract" would be an appropriate subject heading for a question regarding the Technical Abstract. E-mails should also include a salutation. For example, "Dear Professor Wood" would be an appropriate salutation for an electronic message. Be sure to sign your first and last name and proofread your e-mail for grammatical errors. Please avoid text-speak in professional correspondence.

Navigating Your Online Course

Because this class is administered fully online, it is important to have a high level of skill in operating computers. It is not recommended for students with limited computer skills to take an online course. The following tips will help students navigate the course. If you have computer problems, including log-in or technical issues, please call (505) 277-5757. For issues with Blackboard Learn, tutors in the Learning Center can advise you at (505) 925-8907.

Below Are Student Success Tips for this Online Course:

- Be familiar with your syllabus. This document is located on the Blackboard Learn Course home page. Please print it out and refer to it throughout the semester when you have questions. Feel free to e-mail, call or stop by my office hours, as well, for personal attention regarding assignment requirements. If you are not free during my scheduled office hours, please call or e-mail for an appointment. I will be happy to schedule a meeting time that works for you.

- Become familiar with Blackboard Learn software. Click on each of the Course Tools to discover the navigation system of your online course. You may want to visit The Learning Center at UNM-Valencia Campus if you need additional help learning how to interact with the course.

- Keep copies of your assignments organized logically on your flash drive or desktop computer. If you do not know how to save files, please go to The Learning Center or call for assistance. It is important to name all files based on their assignment title so you can easily access and upload them. All documents must be submitted in Microsoft Word file format. Students have access to free Microsoft Office Suite through Outlook Express.

- Be proficient using the Course Messages system in Blackboard Learn. If you need to send me a message, do the following: 1) click on "Course Messages" in Course Tools, 2) then click on "Browse for Recipients," 3) choose my name, 4) type your message and 5) click "Send."

- Create a routine—here is a suggested routine to help you get started.
  1. Log on! Lessons open on Monday morning and close the following Sunday night at midnight. On Monday, log in and read the list of assignments for the week. Make sure you have all materials you need to complete the assignments, such as page numbers or links. Write down due dates and print out assignments.
  2. Read the assignments actively, highlighting important ideas. Use any resources (dictionary, thesaurus, etc.) to help you acquire necessary information. Be pro-active and disciplined in your study habits.
  3. Log on periodically throughout the week to check course e-mails and review new threaded discussions or blog responses. Watch for new announcements.
  4. Check Discussions. If discussions are required, please take these exercises seriously. In responses, respect the opinions of others. Finally, run spell and grammar check on your postings.
  5. Importantly, give yourself ample time to submit work well before the deadline. No late work is accepted in the course, so submitting your assignments well before the deadline is highly advised.

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Technical Assistance

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If you have questions about computer-related problems, please call (505) 277-5757, M-F, 8:00 am-12:00 noon and M-F, 1:00 pm-5:00 pm MST. Computer technicians are available and happy to help you solve those difficult problems. If you do not know how to use one of the Blackboard tools, try one of the tutorials available on the UNM Learn student information page. In addition, tutors are available at UNM-Valencia The Learning Center to help you navigate the course. Please call for an appointment at (505) 925-8907.

Equal Access

In accordance with University Policy 2310 and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as I am not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow. Contact Accessibility Services at (505) 925-8560 to obtain an Equal Access form. This needs to be sent to the professor within the first two weeks of class.

Academic Support

Free tutoring is available at the Learning Resources Center (L Building) on the UNM-Valencia Campus or through the Main Campus tutoring program. Please call (505) 925-8907 for an appointment at the Valencia Campus. I am also available to help you with individual writing issues during my office hours or by appointment.

Late Work Policy

Staying on track in the course and meeting the assignment deadlines is an important part of success in college. Late work will only be accepted in the case of extreme medical emergencies and religious holidays. Such work will receive a grade deduction.

Student Privacy

Student privacy is strongly protected by professors at the UNM-Valencia Campus. In fact, a federal statute called FERPA (Family Educational Rights and Privacy Act) strictly prohibits the instructor or administrators from talking to anyone but the student about his/her progress. In sum, parents, relatives, or friends will not be allowed access to information about student performance. There are no exceptions to this policy.

Incompletes

Incompletes are offered only in extreme situations where the student is unable to complete the final course requirements due to an emergency health event or other extreme circumstance. In these rare cases, students may earn an "I" or "incomplete," and finish the outstanding work the following semester. If the work is not completed, the University automatically converts the "I" to an "F."

Library Contact Information

The UNM Valencia Campus library is an excellent resource for articles and books. Barbara Lovato, the campus librarian, is always available to help students with research issues. Her phone number is (505) 925-8993.

Classroom Behavior

While this is an online course, the policies below still apply to our course. The following policies are listed in the University of New Mexico Student Handbook and are set to ensure a safe and productive learning environment for all students.

1) Students must treat one another and the instructor with respect. Derogatory remarks or name-calling is prohibited.
2) Students should not interrupt classroom lectures or discussion with non-related comments.
3) Students may discuss complaints about the course with their instructor; however, the students must do so in the proper environment, such as the instructor's office during office hours. Constant complaining in class may result in the student being asked to leave for the day's lesson; continued complaining after the first warning may result in the student being dropped from the course.
4) Students should not yell or curse at other students or at the teacher. Class time is a professional learning environment. Obscene language will not be tolerated.
5) Sexual harassment will not be tolerated.
6) Behavior that threatens the safety of any class member, including the instructor, will not be tolerated. The offending student will be asked to leave for the day and may be dropped from the course. Security will be called. Intoxication, physical assault and or battery, violence, stalking, or threats fall into this category.
7) Students must not threaten the instructor concerning their grades. This type of behavior is considered harassment and/or verbal assault. Security will be called.
8) If you ever feel unsafe on campus, please call security at (505) 925-8570.
9) No food or drink is allowed in class.

Title IX Statement

In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered "responsible employees" by the Department of Education. This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). Click here for more information on the campus policy regarding sexual misconduct.

Course Calendar

**Below is the assignment calendar for this course. Specific assignment instructions as well as additional audio & video tutorials will be furnished on Blackboard Learn.

Week 1 (January 21-26)
Introduction to English 2210
Assignments: Secure Textbook, Read & Print Syllabus, Explore the Blackboard Page, Watch Opening Video Tutorials, Read Chapter 1 *Technical Communication*, Complete Student Contract & Introduction Discussion
Due: Student Contract, Introduction Discussion

Week 2 (January 27-February 2)
Writing Correspondence for the Workplace
Assignments: Read Chapter 14 *Technical Communication,* Write a Business Letter Using the Instructions on Blackboard Learn, Watch Video Tutorial Online
Due: Business Letter

Week 3 (February 3-9))
Writing Job Application Materials
Assignments: Read Chapter 15 *Technical Communication,* Write a Resume & Cover Letter using the Instructions on Blackboard Learn, Watch Video Tutorial Online
Due: Resume, Cover Letter

Week 4 (February 10-16)
Understanding Legal and Ethical Considerations of the Workplace
Assignments: Read Chapter 2 *Technical Communication,* Complete Corporate Ethics Exercise on Blackboard Learn, Watch Video Tutorial Online, Complete Discussion Post
Due: Corporate Ethics Exercise, Discussion Post

Week 5 (February 17-23)
Analyzing Your Audience and Purpose
Assignments: Read Chapters 3 & 5 *Technical Communication,* Review *Technical Communication* PP. 376-378 for Memo Format, Complete Audience Analysis Memo, Watch Video Tutorial Online
Due: Audience Analysis Memo

Week 6 (February 24-March 1)
Designing and Evaluating Online Documents
Assignments: Read Chapters 11 & 13 *Technical Communication,* Complete Web Page Design using instructions on Blackboard Learn, Watch Video Tutorial Online
Due: Website Design Project

Week 7 (March 2-8)
Understanding the Elements of Graphic Design
Assignments: Read Chapter 12 *Technical Communication*, Read "Using Tables and Figures," Chapter 3 from *Writing Papers in the Biological Sciences,* and read "The Data Suggest" by Christopher Gillen (PDFs provided on Blackboard Learn), Complete Graphic Design Evaluation, Watch Video Tutorial Online, Complete Career Planning Discussion Post
Due: Graphic Design Evaluation, Career Planning Discussion Post

Week 8 (March 9-15)
Writing Definitions, Descriptions, and Instructions
Assignments: Read Chapters 8 & 20 *Technical Communication*, Complete Instructions Assignment on Blackboard Learn, Watch Video Tutorial Online
Due: Instructions Assignment

Week 9 (March 16-22)
How to Effectively Write Abstracts & Proposals
Assignments: Read Chapters 10 & 16 *Technical Communication*, See *Technical Communication* P. 493 for Abstract Format, Complete Abstract of Technical Project, Watch Video Tutorial Online
Due: Abstract of Technical Project

<u>Week 10 (March 23-29)</u>
Writing Proposals for the Workplace
Assignments: Review Chapters 10, 11 & 13 *Technical Communication,* Complete First Draft of Proposal Assignment on Blackboard Learn, Watch Video Tutorial Online
Due: First Draft of Proposal

<u>Week 11 (March 30-April 5)</u>
Editing and Proofreading Documents
Assignments: Read Chapter 19 and Appendix C *Technical Communication,* Complete Final Draft of Proposal on Blackboard Learn Integrating Professor Feedback, Watch Video Tutorial Online
Due: Final Draft of Proposal

<u>Week 12 (April 6-12)</u>
Conducting Research and Documenting Sources
Assignments: Read Chapters 6 & Appendix B *Technical Communication,* Conduct Primary and Secondary Research for Technical Report, Complete Annotated Bibliography, Watch Video Tutorial Online, Complete Technical Project Discussion Post
Due: Annotated Bibliography, Technical Project Discussion Post

<u>Week 13 (April 13-19)</u>
Writing Technical Reports-First Draft
Assignments: Review Chapters 17-19 of *Technical Communication,* Complete First Draft of Technical Report, Watch Video Tutorial Online
Due: First Draft of Technical Report

<u>Week 14 (April 20-April 26)</u>
Writing Technical Reports-Final Draft
Assignments: Review Chapters 6, 17-19, Appendix A & B of *Technical Communication,* Complete Final Draft of Technical Report, Watch Video Tutorial Online
Due: Final Draft of Technical Report

<u>Week 15 (April 27-May 3)</u>
Making Oral Presentations/Creating Online Presentations
Assignments: Read Chapter 21 *Technical Communication*, Complete Technical Project Presentation using instructions on Blackboard Learn, Watch Video Tutorial Online, Complete Technical Project Reflection Post
Due: Presentation, Technical Project Reflection Post

<u>Week 16 (May 4-9) Please Note: Saturday Deadline!</u>
Final Course Completion (May 9 is Last Day of Instruction)
Assignments: Final Exam, Extra Credit Assignment
Due: Final Exam, Extra Credit Assignment