University of New Mexico-Valencia Campus
Professional & Technical Communication
Professor Heather Wood
Course Syllabus-Fall 2021

English 2210-501
CRN: 64612 (1ˢᵗ 8-Week Course)
Dates: 08/23/2021-10/16/2021
Online Course-Blackboard Learn
Technical Support: (505) 277-5757
[Click here](#) to join Remind

Dr. Heather Wood
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Online Office Hours: Mondays &
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Remind, 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.

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 Outstanding Teacher of the Year Award in 2021.

English 2210 Assignment List

•	Discussion Posts (4 @ 25 points each)	100 PTS (10%)
•	Business Letter	100 PTS (10%)
•	Cover Letter/Resume	100 PTS (10%)
•	Corporate Ethics Memo	100 PTS (10%)
•	Audience Analysis Memo	100 PTS (10%)
•	Website Design Project	100 PTS (10%)
•	Instructions Assignment	100 PTS (10%)
•	Technical Report	100 PTS (10%)
•	Technical Presentation	200 PTS (20%)
	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
97-100	A+
93-96	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. It is your responsibility to log in to the course regularly and submit your work before the assigned deadlines.

Academic Integrity

Having academic integrity is paramount to your success in any class. Plagiarism or cheating is not tolerated. Any instance of this will result in a grade of zero for that assignment. Click Here for the link to the UNM Academic Dishonesty Policy. The policy states:

"Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or who otherwise fails to meet the expected standards. Any student judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course." "Academic dishonesty" includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

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.

Technical Assistance

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. Please contact your professor early if you foresee a problem meeting your course deadlines.

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."

Classroom Behavior

While this is an online course, the policies below still apply to our course. The following standards are derived from 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. Click here for more information on the campus policy regarding sexual misconduct.

COVID-19

<u>UNM Mandate on Vaccinations</u>
All students, staff, and instructors are required by <u>UNM Administrative Mandate on Required Vaccinations</u> to be fully vaccinated for COVID-19 as soon as possible, but no later than September 30, 2021, and must provide proof of vaccination or of a UNM validated limited exemption or exemption no later than September 30, 2021 to the <u>UNM vaccination verification site</u>. Students seeking medical exemption from the vaccination policy must submit a request to the <u>UNM verification site</u> for review by the UNM <u>Accessibility Resource Center</u>. Students seeking religious exemption from the vaccination policy must submit a request for reasonable accommodation to the <u>UNM verification site</u> for review by the <u>Compliance, Ethics, and Equal Opportunity Office</u>. For further information on the requirement and on limited exemptions and exemptions, see the <u>UNM Administrative Mandate on Required Vaccinations</u>.

<u>UNM Requirement on Masking in Indoor Spaces</u>
All students, staff, and instructors are required to wear face masks in indoor classes, labs, studios and meetings on UNM campuses, see <u>masking requirement</u>. Vaccinated and unvaccinated instructors teaching in classrooms must wear a mask when entering and leaving the classroom and when moving around the room. When vaccinated instructors are able to maintain at least six feet of distance, they may choose to remove their mask for the purpose of increased communication during instruction. Instructors who are not vaccinated (because of an approved medical or religious exemption), or who are not vaccinated yet, must wear their masks at all times. Students who do not wear a mask indoors on UNM campuses can expect to be asked to leave the classroom and to be dropped from a class if failure to wear a mask occurs more than once in that class. With the exception of the limited cases described above, students and employees who do not wear a mask in classrooms and other indoor public spaces on UNM campuses are subject to disciplinary actions.

<u>Communication on change in modality</u>: The university may direct that classes move to remote delivery at any time to preserve the health and safety of the students, instructor and community. Please check your email and your UNM Learn site regularly for updates about our class, and please check <u>https://bringbackthepack.unm.edu</u> regularly for general UNM updates about COVID-19 and the health of our community.

<u>Acceptable masks and mask wearing in class</u>: A two-layer mask that covers the nose and mouth and that is cleaned regularly is acceptable, as are disposable medical masks, KN95, KF94, FFP1 and FFP2 masks. A face shield is not sufficient protection. It is vital that you wear your mask correctly, covering your nose and mouth. Removing your mask for an extended period to eat or drink in class violates the university mask requirement and endangers others.

<u>Consequences of not wearing a mask properly</u>: If you don't wear a mask, or if you do not wear a mask properly by covering your nose and mouth, you will be asked to leave class. If you fail to wear a mask properly on more than one occasion, you can expect to be dropped from the class. If you insist on remaining in the classroom while not wearing a mask, class will be dismissed for the day to protect others and you will be dropped from the class immediately. The instructor will try to have a few disposable masks available in the classroom on a first-come, first-served basis.

**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 (August 23-29)
Introduction to English 2210
Assignments: Secure Textbook, Read & Print Syllabus, Explore the Blackboard Page, Watch Opening Video Tutorials, Read Chapter 1 & 14 in *Technical Communication*, Complete Student Contract & Business Letter
Due: Student Contract, Business Letter, Discussion Post 1

Week 2 (August 30-September 5)
Creating Job Application Materials
Assignments: Read Chapter 15 in *Technical Communication,* Write Resume & Cover Letter using the Instructions on Blackboard Learn
Due: Resume, Cover Letter, Discussion Post 2

Week 3 (September 6-12)
Understanding Legal and Ethical Considerations of the Workplace
Assignments: Read Chapter 2 in *Technical Communication,* Complete Corporate Ethics Exercise on Blackboard Learn
Due: Corporate Ethics Exercise, Discussion Post 3

Week 4 (September 13-19)
Analyzing Your Audience and Purpose
Assignments: Read Chapters 3, 5, & 17 in *Technical Communication,* Complete Audience Analysis Memo on Blackboard Learn
Due: Audience Analysis Memo

Week 5 (September 20-26)
Designing and Evaluating Online Documents
Assignments: Read Chapters 11 & 13 in *Technical Communication,* Complete Web Page Design on Blackboard Learn
Due: Website Design Project

Week 6 (September 27-October 3)
Writing Definitions, Descriptions, and Instructions
Assignments: Read Chapters 8 & 20 in *Technical Communication*, Complete Instructions Assignment on Blackboard Learn
Due: Instructions Assignment

Week 7 (October 4-10)
Writing Technical Reports
Assignments: Read Chapters 6, 17-19, Appendix A & B in *Technical Communication,* Create Technical Report Project
Due: Technical Report

Week 8 (October 11-16)
Making Oral Presentations/Creating Online Presentations
Assignments: Read Chapter 21 in *Technical Communication*, Complete Technical Presentation Project
Due: Technical Presentation, Discussion Post 4