University of New Mexico-Valencia Campus
Professional & Technical Communication
Professor Heather Wood
Course Syllabus-Summer 2022

English 2210-501
CRN: 28395 (8-Week Course)
Dates: 6/6/2022-7/31/2022
Online Course-Canvas LMS
Technical Support: (505) 277-5757
Click here to join Remind

Dr. Heather Wood
Office Location: A142B
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Online Office Hours: Mondays &
Wednesdays 9:00A-11:00A, via
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 Canvas 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 Canvas 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 Canvas 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 Canvas LMS, 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 Canvas 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 Canvas LMS 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 Canvas LMS. 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 Canvas tools, try one of the tutorials available on the Canvas 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

COVID-19 Requirements: The University of New Mexico requires that all faculty, staff, and students accessing University facilities, housing, programs, services, and activities in person be fully vaccinated for COVID-19, subject to limited exemptions. Proof of vaccination and booster, or a medical, religious, or online remote exemption, must be uploaded to the UNM vaccination verification site. At present, UNM is not requiring masking on UNM campuses for Summer 2022 classes, with the exception of health care facilities with specific COVID-19 regulations.

If you have a positive test for COVID-19 or symptoms of COVID-19, please do not attend class in person. Communicate with me about your absence and possible make-up assignments or work. Please follow the latest guidance from the Center for Disease Control (CDC) and the New Mexico Department of Health (NMDOH) on quarantining or isolating following a positive test for COVID. The current guidance requires a quarantine or isolation period of five days after a positive test or appearance of symptoms.

UNM COVID-19 requirements are subject to change relative to guidance from the New Mexico Department of Health. Thank you for keeping the Lobo community safe and healthy!

Course Calendar

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

Week 1 (June 6-12)
Introduction to English 2210
Assignments: Secure Textbook, Read & Print Syllabus, Explore the Canvas 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 (June 13-19)
Creating Job Application Materials
Assignments: Read Chapter 15 in *Technical Communication,* Write Resume & Cover Letter using the Instructions on Canvas LMS
Due: Resume, Cover Letter, Discussion Post 2

Week 3 (June 20-26)
Understanding Legal and Ethical Considerations of the Workplace
Assignments: Read Chapter 2 in *Technical Communication,* Complete Corporate Ethics Exercise on Canvas LMS
Due: Corporate Ethics Exercise, Discussion Post 3

Week 4 (June 27-July 3)
Analyzing Your Audience and Purpose
Assignments: Read Chapters 3, 5, & 17 in *Technical Communication,* Complete Audience Analysis Memo on Canvas LMS
Due: Audience Analysis Memo

Week 5 (July 4-10)
Designing and Evaluating Online Documents
Assignments: Read Chapters 11 & 13 in *Technical Communication,* Complete Web Page Design on Canvas LMS
Due: Website Design Project

Week 6 (July 11-17)
Writing Definitions, Descriptions, and Instructions
Assignments: Read Chapters 8 & 20 in *Technical Communication*, Complete Instructions Assignment on Canvas LMS
Due: Instructions Assignment

Week 7 (July 18-24)
Writing Technical Reports
Assignments: Read Chapters 6, 17-19, Appendix A & B in *Technical Communication,* Create Technical Report Project
Due: Technical Report

Week 8 (July 25-31)
Making Oral Presentations/Creating Online Presentations
Assignments: Read Chapter 21 in *Technical Communication*, Complete Technical Presentation Project
Due: Technical Presentation, Discussion Post 4