M E M O R A N D U M

To: Beatrice Catherino, AH
          English Department

From: Martin A. Orlowski, Director,
          Office of Institutional Planning & Analysis

Subject: Proposed Technical Writing Program

Date: May 13, 1992

In reading your memorandum to Dr. Fulton (April 14, 1992) I
noted several items that need to be clarified. In general, I
agree with your interpretation of the needs assessment findings.
However, it is important to note that a total of 21 surveys were
mailed to local employers with a total of 16 responding. Of the 16
responses (employers) only 13 hire Technical Writers and therefore
were usable in the analysis. Normally we prefer to base our
analysis on a minimum of forty (40) employers, however given the
time constraints under which we were asked to conduct the
assessment it was not possible to obtain that level of response.
Hence, I strongly support your efforts to contact additional
employers of Technical Writers.

In contacting employers of Technical Writers it is important
to remember that OCC students work throughout southeast Michigan
not necessarily close to OCC campuses. In fact we know from other
research that one of the primary reasons why students attend OCC is
because OCC campuses are close to their home as opposed to work.
Therefore, I encourage you to contact employers throughout the
greater metropolitan Detroit region.

On the other hand, local employers are a good source for
contractual courses typically like those handled through BPI. It
tends to be the case that local employers will send employees to
college for specific courses to upgrade skills and/or retraining
rather than a full degree program. This then needs to be weighed
against employers strong preference for four-year degrees when
hiring Technical Writers.

Finally, you should consider the vast amount of work that Chuck Schuler (OR-English) has done in researching the need for a Technical Writing program. His recent sabbatical was devoted to this topic.

If you should have any questions please do not hesitate to call me at 7746.

pc: P. Fulton
      D. Buchan
      B. Einhardt

TO: Dr. Patsy Fulton, Chancellor

FROM: Beatrice Catherino, English Instructor

SUBJECT: PROGRESS ON EARLY TALKS ABOUT A 2X2 TECHNICAL WRITING DEGREE
           WITH OAKLAND UNIVERSITY AS A PARTNER

DATE: April 14, 1992

Background:

In April of 1984, a proposal was put forward at Oakland University for a 2X2 program with OCC and Macomb Community College as partners. The interested employers were General Dynamics Corporation, U.S. Tank Automotive Command, and General Motors. For reasons that are not entirely clear, the 1984 proposal for a B.S. degree in technical writing was not successful. In August/September of 1991, the Office of Institutional Planning and Analysis for Oakland Community College (IPA) was asked by Auburn Hills Campus to conduct a needs assessment that would determine the feasibility of offering a 2-year degree in technical writing. This study was based on an earlier one done by Washtenaw Community College.

In December 1991, the assessment was complete and showed a definite preference for a 4-year degree in technical writing. Also, 50 businesses from the Washtenaw mailing list received survey questions and 21 responded. Only one of the 21 businesses responding is in Auburn Hills. The survey responses came primarily from Troy, Farmington, and Southfield, with a responses from Livonia and Novi. The survey results contain excellent information about necessary technical writing skills and will continue to help us develop our courses. The survey did not reveal much interest in a 2-year degree, but it did reveal an interest in a 4-year degree. The survey made it once more appealing to discuss a 2X2 degree in technical writing with Oakland University.

Deans Buchan and Einhardt asked if I would contact Oakland University and sound out any interest in a 2X2 technical writing degree while I continued to discuss the idea with OCC's technical writing/business writing faculty. The results of these meetings are as follows:

Progress Summary:

I have met three times with the technical writing instructors at OCC as part of our on-going Sub-Committee on Technical Writing. These meetings take place monthly. In January, I mailed copies of the Technical Writing Needs Assessment prepared by the IPA to the faculty.

I received this material in late December just before the end of the semester. We discussed it for the first time in January.

At the March meeting, the discipline decided to study the 2X2 further before agreeing on a curriculum. Basically, the 21 responses in the report are good, but may not be enough to support an entire program. The discipline wants to make on-site visits at major employers of technical writers, close to home campuses. The discipline would feel more comfortable discussing a program if more were known about local needs. Each campus seems to teach technical writing to a slightly different clientele; we are seeking common ground. Site visits are tentatively planned to continue on Fridays throughout spring; however, we are reaching spring/summer when some of us are unavailable. We would like to further identify the technical skills writers must have. We would also like to know how many graduates with technical writing degrees could be hired locally and whether the salary would be comparable to salaries for similar degrees.

I met on March 5 (during OCC's mid-winter break) with Dr. Mark Workman, the English Department Chairman at Oakland University. Dr. David Mascitelli, Professor of English sat in on the meeting. The purpose of the meeting was to find out how the department felt about revisiting the 2X2 idea. Also, I wanted to know how the 1984 proposal failed.

Oakland University's Department of English representatives were generally supportive but wanted to wait for a "draft" curriculum before presenting the idea to the department. OCC would have to furnish the first draft. The department sees its role as providing a traditional literature based curriculum and does not really wish to add additional technical writing offerings. One hopeful sign is that two new technical writing courses are now before OU's version of the curriculum committee. If these are approved, there will be three technical/business courses in OU's English Department--in 1984 there was only one course. What happens to the two new classes is important. Without them, we would have to look at the degree in a new way.

On March 18, I met with David Downing, Associate Dean of the College of Arts and Sciences and with Dr. Isaac Eliezer of the Chemistry Department. Dr. Eliezer worked on the 1984 proposal. We discussed reasons why the 1984 proposal ran into barriers. We agreed that the original proposal was, perhaps, before its time. The time seems better now for a variety of reasons--among them the technology park that borders both OU and OCC's Auburn Hills campus. I found Dean Downing to be very supportive of the idea of a 2X2 program in technical writing.

Outcomes and Recommendations:

At present, the five instructors at OCC who teach business and technical writing are in the process of studying the 2X2 idea further. This means that they are being cautious. It is the English Department faculty college-wide who must be involved in the 2X2 program development and who must approve the plan and be willing to teach in it. Their involvement is very important. Their study consists of site visits over spring/summer of '92 and probably into fall of '92. Also, the instructors are preparing lists of employers near their campuses that they would like surveyed in addition to the businesses surveyed by the IPA needs assessment. While these steps are important, they take time. While this study is in progress, other activities can take place.

A preliminary draft of the plan can be worked out from the OCC side. OU's English Department is hoping that we will work with what is already in their catalog (plus the two courses which are in their curriculum committee--if approved). It seems feasible that we can develop our side of the 2X2 with existing courses that might include desk top publishing and other computer skills; communication skills; and choices from technical programs. This will require suggestions and cooperation from other disciplines within OCC.

By End of Fall '92:
o   An early "trial balloon" curriculum
    --   Based on the 1984 proposal
    --   Revised to show course changes at OCC and OU
    --   Revised to show any proposed courses
Continuing Activity
o   A study of other 4-year technical writing degree programs
o   Continuing dialog and advice from interested persons
    --   OCC faculty/OU advisor
    --   Technical writing societies
    --   Local employers
    --   Collection and study of the literature about tech.
        writing programs/needs/developments
    --   Continued discussion and planning activities that
        reinforce a work plan for final presentation
        and implementation of the proposal
o   Continued shaping and revision of the curriculum plan until
    everyone is in agreement

During the March meeting at OU, Dean Downing suggested a possible implementation time of 1993-94 academic year. We agreed that this was optimistic.

APPLICATION FOR NEED STUDY
July 1, 1990 to June 30, 1991

SUBMITTING EDUCATIONAL AGENCY	Name of College Oakland Community College	College Code 23/A2804
	Project Contact Person Martin A. Orlowski	
	Title Director of Institutional Research	Telephone (313) 471-7746

GENERAL INSTRUCTIONS:

1. Complete this project application and submit it with the Planning and Application Form by MAY 18, 1990.

2. Specific definitions, guidelines, program components, and reporting requirements related to this application are found in Section 3 of the "Dean's Guide to Federally Reimbursed Community College Occupational Programs."

3. Submit a final financial report for this activity by AUGUST 16, 1991.

PART I. PROGRAM IDENTIFICATION

C.I.P.	PIN	College Program Title
23.1101		Technical Writing

PART II. DEFINITIONS

NEED STUDY: The project for which this funding is requested must adhere to the process and procedure as defined in the "Occupational Education Program Need Studies Handbook" as identified in Section 3 of the Dean's Guide.

PART III. APPLICATION ACTIVITY

Attach a description of specific activities and dates to be accomplished.

　　　　See attached

COLLEGE: __Oakland Community College__

ACTIVITY: Need Study

PART IV. BUDGET FORMAT

Provide a line item description for activities to be funded. These funds require a 50% non-federal (cash) match.

STATE USE ONLY	BUDGET				
Function Code	Line Item Description	Salaries	Services	Other	TOTAL
	Research Assistant Clerical Computer Mileage Supplies/duplication Postal Miscellaneous	$ 1,500.00 750.00	$ 50.00 200.00	$ 50.00 250.00 200.00	$ 1,500.00 750.00 50.00 50.00 250.00 200.00 200.00
290	TOTAL	$ 2,250.00	250.00	500.00	(A) 3,000.00

DEPARTMENT of EDUCATION (FEDERAL) SHARE: (B) | 1,500.00

LOCAL (non-Federal) SHARE (Item A minus Item B): (C) | $1,500.00
(must equal at least 50% of Item A)

PART V. SIGNATURES

I certify that the information submitted on this application is accurate and complete to the best of my knowledge.

DATE __5-17-90__   CONTACT PERSON/ NEED STUDY __Martin A. Orlowski__ (Signature)

DATE __5/18/90__   CONTACT PERSON/ OCCUPATIONAL EDUCATION __A. Deila__ (Signature)

FINAL REPORT FORMAT

1. ASSURANCE

Verify that all FEDERAL FUNDS were expended and/or encumbered during the grant period of JULY 1, 1990 to JUNE 30, 1991.

2. NEED STUDY

The "Occupational Education Program Need Studies Handbook" (Chapter 5, page 27) indicates the contents of the report to be submitted to the Michigan Department of Education.

The final report is due at the state agency on or before AUGUST 16, 1991.

3. FINANCIAL

The Financial Funding Report, Form DS-4492-A, is used to request funds for this project. The Final Expenditure Report, DS-4044, will be required and must contain the expenditure per the Function codes on the approved budget. See Section 12 of the Dean's Guide for instructions.

STATE OF MICHIGAN

DEPARTMENT OF EDUCATION

P.O. Box 30008
Lansing, Michigan 48909

August 28, 1991

GARY D. HAWKS
Interim Superintendent
of Public Instruction

Mr. Randall VanWagoner
Research Intern
Oakland Community College
Orchard Ridge Campus
27055 Orchard Lake Road
Farmington Hills, Michigan 48018

Dear Mr. VanWagoner:

Please find enclosed the information per your data request on
Technical Writing. Upon the retrieval of information from the
Michigan Postsecondary Database, it was found that Technical Writing
as defined by the cipcode "231101" is not found at the community
college level. Whereas, degrees are collected for all levels of
higher education, program enrollments are available for only the
community colleges. Should you wish to change your cipcode criteria
or have need for further information, feel free to contact me at
(517) 373-3362.

Sincerely,

Rhonda P. Shechter
Consultant

RPS:clg

c: James Folkening

MICHIGAN DEPARTMENT OF EDUCATION
GRADUATES IN TECHNICAL WRITING
BY UNVERSITY
1985-86

PROGRAM   TOTAL

NO CIPCODE OF 231101 FOUND IN SYSTEM.

TECHNICAL WRITING BASED ON CIPCODE = 231101

MICHIGAN DEPARTMENT OF EDUCATION
GRADUATES IN TECHNICAL WRITING
BY UNVERSITY
1986-87

UNIVERSITY	CIPCODE	PROGRAM	PROGRAM LEVEL	TOTAL STUDENTS
FERRIS STATE UNIVERSITY	231101	TECHNICAL COMMUNICATIONS	04	3
SAGINAW VALLEY STATE UNIVERSITY	231101	APPLIED WRITING (MINOR)	04	0

LEVEL CODE = '04' = BACHELOR'S DEGREE

TECHNICAL WRITING BASED ON CIPCODE = 231101

MICHIGAN DEPARTMENT OF EDUCATION
GRADUATES IN TECHNICAL WRITING
BY UNVERSITY
1987-88

UNIVERSITY	CIPCODE	PROGRAM	PROGRAM LEVEL	TOTAL STUDENTS
FERRIS STATE UNIVERSITY	231101	TECHNICAL COMMUNICATIONS	04	6
SAGINAW VALLEY STATE UNIVERSITY	231101	APPLIED WRITING (MINOR)	04	0

TECHNICAL WRITING BASED ON CIPCODE = 231101

UNIVERSITY	CIPCODE	PROGRAM	PROGRAM LEVEL	TOTAL STUDENTS
FERRIS STATE UNIVERSITY	231101	TECHNICAL COMMUNICATIONS	04	4
SAGINAW VALLEY STATE UNIVERSITY	231101	APPLIED WRITING (MINOR)	04	0

TECHNICAL WRITING BASED ON CIPCODE = 231101

COLNAME	CIPCODE	PROGRAM	PROGRAM LEVEL	TOTAL STUDENTS
FERRIS STATE UNIVERSITY	231101	TECHNICAL COMMUNICATIONS	04	5
SAGINAW VALLEY STATE UNIVERSITY	231101	APPLIED WRITING (MINOR)	04	0

TECHNICAL WRITING BASED ON CIPCODE = 231101