McLennan

C O M M U N I T Y

C O L L E G E

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

TECHNICAL & BUSINESS WRITING

ENGL 2311.001

Jeremy Land

NOTE: This is a 16-week course.

AN EQUAL OPPORTUNITY INSTITUTION   Spring 2022

COURSE DESCRIPTION:

This course is an intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Students will practice in individual and collaborative processes involved in the
creation of ethical and efficient documents.

PREREQUISITES AND/OR COREQUISITES:

Passing score on writing portion of TSI Assessment or credit for ENGL 0301.

INSTRUCTOR INFORMATION:

Instructor Name: Jeremy Land
MCC E-mail: jland@mclennan.edu
Office Phone Number:
Office Location: Faculty Office Building 107
Office/Teacher Conference Hours: Due to the COVID outbreak, I will meet with students via Zoom and by appointment.

REQUIRED TEXT & MATERIALS:
Title: The Essentials of Technical Communication
Author: Elizabeth Tebeaux and Sam Dragga
Edition: 4th Edition
Publisher: Oxford University Press
ISBN: 0190856149

MCC BOOKSTORE WEBSITE: http://www.mclennan.edu/bookstore/

STUDENT SUPPORT/RESOURCES:
MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at http://www.mclennan.edu/campus-resource-guide/

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

Classroom Procedures and Expectations:
Technical Writing is a writing workshop. As such much of our time is spent discussing the characteristics of effective communication and how to apply those characteristics to our writing projects. This means that it is vitally important that you have read the assignments before class starts and that you bring completed rough drafts to class when the assignment requires it. In order to get the most out of this class, it is crucial that you participate, write, and rewrite.

Use of Technology:
Our classroom is a designated computer lab, but you may bring your own tech to class if you are more comfortable working with it. However, some assignments will require programs that you may not have on your machine or require you to work with a group too large to huddle around one laptop. Technology is only used to complete our assignments or enhance our classroom experience.

Minimum Technical Skills:
Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers

Backup Plan for Technology:
In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

* Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace

(**www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements**)
Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

ASSIGNMENT DESCRIPTIONS

Daily Work and Quizzes – these assignments are typically short writing assignments designed to help you process the individual skills we are learning. Daily grades and quizzes are an opportunity for you to practice your technical writing skills and receive feedback before you apply them to major assignments.

Tech. Writing Project 1 (Professional Development) - In this project, you will research a potential job or internship in your field. You will be required to create a resume, cover letter, memos, and a 5-7 minute presentation describing your investigation into this particular career path.

Tech. Writing Project 2 (Developing Effective Instructions) – For this project draft a new student handbook for incoming freshmen in our respective fields. This unit will require you to work in small groups and employ more advanced elements of design than the previous unit.

Tech Writing Project 3 (Community Service Writing) – For your final project you will identify a problem around campus and draft a series of reports suggesting both a solution and the feasibility of your solution to the administration.

Final Exam - your final exam will be a 25-30 minute group presentation based on your final writing project.

Assignments and Grading:
Your final grade in the course will be determined using the following breakdown:

Writing Project I	20%	A = 100 – 90 points
Writing Project II	25%	B = 89 – 80 points
Writing Project III	20%	C = 79 – 70 points
Daily Grades / Quizzes	20%	D = 69 – 60 points
Peer Editing	5%	F = 59 - 0
Participation	10%	

LATE WORK, ATTENDANCE, AND MAKE-UP WORK POLICIES:

LATE WORK IS NOT PERMITTED. If unforeseen events prevent you from completing a task on time, you need to **CONTACT ME BEFORE THE DEADLINE** with an explanation and a timeline to complete the assignment if you need an **EXTENSION**.

All work is turned in via Brightspace. Unless otherwise noted, **EMAILING ME AN ASSIGNMENT** when you are finished **IS NOT CONSIDERED TURNING IN AN ASSIGNMENT**.

Unfortunately, some students may suffer a familial tragedy during the semester that prevents them from completing an assignment on time. If this is the case, please contact the MCC Student Counseling Services and ask them to contact your professors. Doing so will save you time, document your situation for your professors, and prevent you from repeatedly having to explain a painful situation.

MCC Student Counseling Center
counseling@MCC.edu
254.299.8210
Hours of operation
Monday – Friday, 8:00 am – 5:00 pm

Because this is an online class, **ATTENDANCE IS TAKEN BY COMPLETING AND SUBMITTING THE DAILY ASSIGNMENTS**. If you do not complete and submit the daily assignments, you will be counted absent for the day and **DROPPED FROM THE COURSE IF YOU MISS 25% OF THE COURSE**.

* Click Here for the MCC Attendance/Absences Policy
(https://www.mclennan.edu/highlander-guide/policies.html)
Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

A SPECIAL NOTE ON PLAGIARISM:

You are responsible for generating original content for all your assignments in this class. Plagiarized papers, quizzes, and discussion questions will not be accepted and will automatically be counted as a zero. Likewise, particularly egregious offices will be turned over disciplinary action.

To help remind you of what constitutes plagiarism, each student is required to submit the results of the Indiana University plagiarism certification test.

* Click Here for the MCC Academic Integrity Statement
(**www.mclennan.edu/academic-integrity**)
The link above will provide you with information about academic integrity, dishonesty, and cheating.

ACCOMMODATIONS/ADA STATEMENT
Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:
> disabilities@mclennan.edu
> 254-299-8122
> Room 319, Student Services Center

* Click Here for more information about Title IX
(**www.mclennan.edu/titleix**)
We care about your safety and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting the following website: http://www.lighthouse-services.com/mclennan/.

McLennan's Title IX webpage (http://www.mclennan.edu/titleix/) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

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UNIT 1: INTRODUCTION AND PROFESSIONAL DEVELOPMENT

This unit of study is an introductory survey of both the skills you will need to develop in the course and an introduction to the professional genres you will need on the job market. Below I have listed the specific course objectives we will cover over this unit.

Guiding Principles

- Learn rhetorical concepts of professional communication
- Develop an understanding that writing is a process
- Practice writing collaboratively
- Discuss the ethics and legal issues associated with professional and technical communications
- Analyze and use a variety of technical and professional genres (resumes, cover letters, presentations)

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Week 1	
01/10	**Objective:** Class introduction Syllabus **Homework:** Introduce yourself to me via email, using the guidelines from Chapter 7, read pages 137-158.
01/12	**INFORMATIONAL EMAIL DUE** **Objective:** Introduce audience analysis In-class assignment / analyzing potential audiences using an audience profile. **Homework:** Read chapter 2 pages 15-30. **Take quiz 1 on Brightspace**
Week 2	
01/17	**QUIZ 1 DUE TO BRIGHTSPACE** - Continued Audience Analysis
01/19	**Objective** Writing effective memos Mini writing project; **Homework:** Submit memo to Brigthspace Read pages 368 – 377 Quiz 3 due to Brightspace
Week 3	
01/24	**MEMO 1 DUE TO BRIGHTSPACE** **Objective**

	Begin writing project 1 Start researching potential jobs • **Homework**: Read p. 312 - 324 Collect necessary elements for resume
01/26	• **Objective:** Resume building, chronological vs. functional • **Homework**: A complete draft of resumes.
Week 4	
01/31	• **DRAFT OF RESUME DUE** • Objective: In-class reading of "Résumés Are Starting to Look Like Instagram—and Sometimes Even Tinder" Discuss article Peer review of resume drafts using guidelines • **Homework:** Finish revising resume **Work on revision memo**
02/02	• **REVISION MEMO DUE TO BRIGHTSPACE** • _A final draft of resume will be turned in with other job materials when project 1 is completed_ • **Objective:** Review the basics of a cover letter In-class exercise reviewing sample cover letters • **Homework:** Draft cover letter
Week 5	
02/07	• **DRAFT OF COVER LETTER DUE** • **Objective:** In-class writing workshop Revise cover letters • **Homework:** Finish draft of cover letters **Revision memo on cover letter**
02/09	**Objective** • Introduce usability testing • Schedule appointments

	• **REVISION MEMO DUE TO BRIGHTSPACE** • *A final draft of cover letter will be turned in with other job materials when project 1 is completed*
Week 6	
02/14	• **Objective**: No class to allow time for students to review job materials with MCC staff
02/16	• **Objective**: No class to allow time for students to review job materials with MCC staff
Week 7	
UNIT 2: INSTRUCTIONS AND PROCEDURES Unit 2 builds on the writing skills obtained in unit 1 but develops them further by working to produce technical documents for a community partner. In this case, you and your team will work with a local game store to draft and refine a series of simplified instructions for the games they provide to the public. Below I have listed the course objectives we will cove during this unit. • Communicate technical information to technical and non-technical audiences • Practice writing collaboratively • Practice testing effectiveness and usability of technical documents • Analyze and use a variety of technical and professional genres, instructions, and reports.	
02/21	**WRITING PROJECT 1 DUE** • **Objective:** Introduce project 2 In-class practice with instructions (Chopsticks) • **Homework**: Write a successful instruction manual for chopsticks. Read parameters of group work found on Brightspace
02/23	• **Chopstick instructions due to Brightspace** • **Objective**: Introduce project 2 Review elements of campus guides Design questions for guest speaker • **Homework**: Submit questions for the guest speaker.

Week 8	
02/28	**QUESTIONS DUE TO BRIGHTSPACE** **Objective:** Guest speaker on the role of the orientation guide at MCC Question speaker on how to design the document **Homework:** Review common elements from sample guides with document analysis guide Read group project guidelines
03/02	**SUBMIT DOCUMENT ANALYSIS GUIDE TO BRIGHTSPACE** **Objective:** Divide into groups and review document analysis Plan to complete the project on time **Homework**: Each group member submits a memo detailing their role in the project
Week 9	
03/07 – 03/13	**SPRING BREAK, CONTINUE RESEARCH**
Week 10	
03/14	**SUBMIT MEMO TO BRIGHTSPACE** **Objective**: In-class discussion of page layout and textual elements Work in groups to complete the assignment **Homework**: Continue to work on the project
03/16	**Objective**: In-class discussion of color theory and photography Work in groups to complete the assignment **Homework**: Continue to work on progress **Submit a progress memo** to Brightspace describing what each individual member has accomplished.
Week 11	
03/21	**SUBMIT PROGRESS REPORT TO BRIGHTSPACE** **Objective**:

	Working in class on project Notes on usability • **Homework**: Finish work on the project Finish usability questions and submit them to Brightspace
03/23	• **TURN IN USABILITY QUESTIONS TO BRIGHTSPACE** • **Objective**: In-class peer review and usability Adjust project based on usability • **Homework**: Finish project

Week 12
Unit 3: Proposals and Reports

Unit 3 concludes our course of study in technical writing and communication. During this unit, you will work with a non-profit community partner to help them develop a proposal to promote their goals. Below I have listed the skills and course objectives you will develop.

- Collect, analyze, and write about data effectively
- Practice professional and technical writing skills (prioritize, organize, summarize, synthesize, design, and arrange information, develop clear and concise writing
- Practice writing collaboratively
- Analyze and use a variety of technical and professional genres, proposals
- Further develop an understanding that writing is a process

03/28	• **TURN IN PROJECT 2 TO BRIGHTSPACE** • **Objective**: Introduce project 3 Notes on types of reports Divide into groups • **Homework**: Read pages 471-489 **Quiz on Brightspace** on types of reports
03/30	• **Objective:** Generating feasibility reports in class Conducting necessary interviews and research • **Homework**: Continue work on the project

Week 13	
04/04	Objective: • Conduct interviews and research with individuals on campus who could inform proposals and recommendations
04/06	Objective: • Conduct interviews and research with individuals on campus who could inform proposals and recommendations
Week 14	
04/11	• **Objective:** Generating feasibility reports in class Conducting necessary interviews and research • **Homework**: Continue work on the project
04/13	• **Objective**: Work on recommendation report Conduct necessary research • **Homework**: Continue work on the project **Submit progress reports on each member role in the project.**
Week 15	
04/18	• **Progress report memo due to Brightspace** • **Objective:** Work in class on recommendation report **Homework**: Finish recommendation report
04/20	In class time used for usability testing of proposals.
Week	
04/25	• **Objective**: Elements of a success ful oral presentation
04/27	• **Objective**: Finish presentations
Week	
	FINAL EXAM DAY

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ACADEMIC RESOURCES/POLICIES

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MCC Foundation Emergency Grant Fund:
Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

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Email Policy:
McLennan Community College would like to remind you of the policy (http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:
Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:
The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:
You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

Disclaimer:
The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.