To: EKU Faculty Senate  
From: EKU Department of English & Theatre  
Date: September 12, 2016  

Subject: Reasons why the Technical Writing concentration for the B.A. in English should not be suspended

The Technical Writing concentration in the English B.A. should NOT be suspended because:

- **Technical Writing Benefits Students** - TW is a major that prepares students for current jobs and jobs that don’t yet exist; it gives them the tools to remain competitive and flexible in the marketplace.

- **Technical Writing Has Been Renamed and Revised to be More Attractive to Students and Easier to Complete** – program revisions are ready to be implemented.

- **Suspending Technical Writing Creates Negligible Cost Savings** – because Technical Writing is merely a concentration within the English major, there are only 3 sections per year of under-enrolled classes.

**The Nature and Outlook of Technical Writing**

Technical & Professional Writing students and professionals focus on **written, visual, and oral communication as applied in business, in engineering, in the sciences, and in technological situations**. Additionally, Tech Writers must create new materials (textual and visual); effectively organize people, text, and data; and successfully engage and interact with colleagues.

Importantly for EKU’s students, **Technical Writing** is still a growing field with **more job opportunities and job openings than there are qualified candidates**. Because every well-run organization across all fields and...
disciplines employs writers and communicators to compose and create documents – in a variety of media – to convey important information from one group to another, the number of Technical and Professional writing jobs is growing faster than other job fields in the country.

As the U.S. Bureau of Labor Statistics (BLS) reports in their 2015 census, nationally, Technical Writers earned a median income over $70,000 in 2015. Over the next decade the job outlook is excellent, with growth projected at 10%, which is faster than average.

More locally, and Technical Writers in Kentucky earned a mean income of almost $64,000 in 2014 and TW jobs are projected to grow in our state by 16% over the next 8 years.

The Importance of EKU’s Technical Writing Concentration: Preparing Students for Jobs

TW students learn the skills that make them competitive in today’s and tomorrow’s job market. Because TW majors learn how to critically analyze, write, communicate, organize, prioritize, and lead, they are qualified to apply for the following types of jobs:

- Account Director
- Analyst
- Application Scientist
- Business Analyst/Consultant
- Communications Manager
- Communications Specialist
- Consultant, Technical Writing
- Consulting Technical Publications Analyst
- Content Developer
- Product Documentation Manager
- Product Documentation Specialist
- Program Manager
- Programming Writer
- Project Information Analyst
- Project Leader, Documentation
- Publications Manager
- Publications Specialist
- Requirements Analyst
- Research and Writing Specialists
- Content Manager, copywriter
- Content Publishing Manager
- Copywriter and Usability Specialist
- Corporate Documentation Manager
- Course Developer/Tech.Writer/Editor
- Customer Documentation Team Lead
- Desktop Publisher
- Director
- Document Control Analyst
- Documentation & Training Specialist
- Documentation Lead
- Documentation Manager
- Documentation Specialist
- Documentation Team Lead
- Editor
- Engineering Project Manager
- Implementation Documentation Analyst
- Information Architect
- Information Designer
- Information Developer
- Information Engineer
- Information Technologist
- Instructional Designer
- Instructional Technologist
- Knowledge Engineering Analyst
- Lead Business Consultant
- Lead Content Developer
- Lead Documentation Analyst
- Lead Information Developer
- Lead Information Developer
- Lead Technical Writer
- Learning Products Developer
- Learning Products Engineer
- Learning Technology Consultant
- Manager
- Senior Content Developer
- Senior Content Project Manager
- Senior Documentation Manager
- Senior Documentation Specialist
- Senior Experience Developer
- Senior Information Designer
- Senior Information Developer
- Senior Instructional Designer
- Senior Manager, Engineering
- Senior Product Content Specialist
- Senior Programming Writer
- Senior Project Administrator
- Senior Technical Communicator
- Senior Technical Writer
- Senior Training & Documentation Specialist
- Senior User Experience Editor
- Senior Writing Manager
- Software Engineer
- Staff Information Designer
- Staff Software Engineer
- Staff Technical Writer
- Supervisor, Technical Communications
- Tech Pub Manager
- Technical Communication Manager
- Technical Communicator
- Technical Documentation Manager
- Technical Documentation Specialist
- Technical Editor
- Technical Information Developer
- Technical Interface Author
- Technical Marketing Writer
- Technical Publications Manager
- Technical Writer
- Trainer and Communications Consultant
How Technical Writing Benefits EKU

The Technical Writing program benefits the wider EKU population by offering:

- an important link between EKU, the students, and the local business community
- positive public relations models when TW students complete their internships *pro bono* and for each Service Learning section of Introduction to Technical and Professional Writing when it’s offered
- *ENG 300: Introduction to Technical and Professional Writing*, which is a required course for four other bachelor degree programs, and one associate degree program, on the EKU campus including:
  - B.A. Communication Studies
  - B.A. Paralegal Science / A.A.S. Paralegal Science
  - B.S. Emergency Medical Care
  - B.S. Environmental Studies

Suspending TW has Little Impact on EKU’s Budget

Suspending the EKU Technical Writing program would have very little impact on EKU’s budget for the reasons listed below:

1. No full-time faculty teach *exclusively* in the TW program.
2. No *part-time* faculty teach in the TW program.
3. The technical writing concentration has only *two* courses exclusive to the concentration.
Tapping New Groups of Students and Recruiting Them into the Program

Recognizing the need to revitalize the EKU TW program, we have already begun taking steps to revise and market our program more effectively by:

Revising the TW program to be more productive for EKU students
We have completed a Substantial Curriculum Change Form that changes the name to “Professional and Technical Writing” (to more accurately reflect the nature of the program), updates the list of supporting courses, and focuses the concentration more directly on producing documentation for non-academic settings.

Recruiting current EKU students into the program
TW instructors and TW majors have begun visiting General Education classes to introduce current EKU students to the TW program. Based on comments from students enrolled in the writing-focused Gen Ed courses ENG101 and ENG102, many who are strong writers and have an interest in English hesitate to declare an English major due to perceived job limitations. TW gives those students a route outside of teaching, creative writing, and editing jobs and opens up opportunities in industry and business.

Exploiting previously untapped markets
In addition to beginning discussions with members of the EKU admissions staff so they can better advise incoming students on the presence and advantages of TW, we will propose adding a TW concentration to the B.A. General Studies Professional Track, adding a new TW minor, and adding a Technical Writing Certificate.
Enrolling enough majors in the program so all TW classes meet stricter course enrollment minimums

As visibility of the program increases among students, other partner programs at EKU, advisors, and regional employers, we are confident that our number of majors will continue to grow. Neighboring states, such as Ohio and Indiana, include TW programs in their university systems. These programs have demonstrated steady growth in the number of majors and minors, whose graduates show strong hiring numbers.