

English: Online Professional and Creative Writing MA

zz-New Major, Minor, Specialization, or Certificate for Undergraduate and Graduate Programs-3/23/16

General Catalog Information

READ BEFORE YOU BEGIN

1. Please turn on the help text before starting this proposal by clicking on the  icon in the top right corner of the heading.

2. All fields with an asterisk (*) are required. You will not be able to launch (submit) the proposal without completing required fields.

If you have any questions, please email curriculog@cwu.edu.

Type of Proposal*

- Major
- Specialization
- Minor
- Certificate
- Graduate Major
- Graduate Specialization
- Graduate Certificate

Majors

Major means that a student concentrates on one subject or group of subjects and which comprises the largest number of units in any given discipline. Its contents are usually defined by one academic department but also may be defined jointly by two or more departments, as in the case of an interdisciplinary major.

Specializations

A specialization is a coherent, focused subfield within a degree program. A specialization can be distinguished from a new degree in that the full designation of the degree title - including level, type and major - does not change when a new specialization is added. Specializations in an undergraduate major must share a core, defined as a group of courses shared by all specializations within a major, which consists of no fewer than 25 credits for an undergraduate program or 15 credits for a graduate program. The courses constituting the specialization must consist of no fewer than 20 credits for an undergraduate program or 15 credits for graduate program.

Minors

A minor is defined as a program consisting generally of less than one-half of the total credits needed for a major.

Certificates

Certificate programs are programs of study that normally require less than 25% of the credits required for a degree program at a similar level. Successful completion of the program results in a certificate. Certificate programs may also be noncredit.

Graduate Certificates

Graduate certificate programs are courses of study that require equal to half or less than half of the credits required during a degree program at a similar level. They are usually limited in scope relative to a graduate degree program but provide an opportunity for advanced study with a particular focus. Subject to the regulations that govern a specific program, a graduate certificate can often serve as an intermediate accomplishment for a student whose ultimate goal is a graduate degree.

College or Academic Group*	College of Arts and Humanities
Department or Program	English Department
Select one:*	<input type="radio"/> Undergraduate <input type="radio"/> Undergraduate and part of Teacher Preparation Program <input checked="" type="radio"/> Graduate <input type="radio"/> Graduate and part of Teacher Preparation Program
Degree Type*	Master of Arts (M.A.)
Program Type	<input checked="" type="radio"/> Program <input type="radio"/> Shared Core
Title	English: Online Professional and Creative Writing MA
Program Description	The Online Professional and Creative Writing M.A. provides students with the opportunity to practice the craft of writing in a wide variety of professional and creative genres. The program provides mentorship from award-winning writers working in poetry, fiction, and creative non-fiction. Additionally, the program provides students opportunities to hone their professional writing skills with topics drawing from fields such as rhetoric and persuasive writing, research methods, and advanced technical writing and documentation. Students develop their own custom-fit courses of study, which culminate in a thesis-level capstone-writing course. The program prepares graduates to begin writing-intensive careers, advance in the workplace, or prepare for further graduate programs.

**Prospective
Curriculum****Online Professional and Creative Writing M.A.**

The Online Professional and Creative Writing M.A. provides students with the opportunity to practice the craft of writing in a wide variety of professional and creative genres. The program provides mentorship from award-winning writers working in poetry, fiction, and creative non-fiction. Additionally, the program provides students opportunities to hone their professional writing skills with topics drawing from fields such as rhetoric and persuasive writing, research methods, and advanced technical writing and documentation. Students develop their own custom-fit courses of study, which culminate in a thesis-level capstone-writing course. The program prepares graduates to begin writing-intensive careers, advance in the workplace, or prepare for further graduate programs.

Required Courses

ENG 511 Introduction to Graduate Writing

ENG 589 Portfolio

ENG 585 Publishing Strategies and Practice for Writers

Electives

Choose a minimum of 35 credits of approved electives. Up to two 400- or 500-level Literature courses may be counted for elective credit.

ENG 504 Advanced Technical Writing

ENG 564 Advanced Fiction Writing

ENG 565 Advanced Poetry Writing

ENG 566 Advanced Creative Nonfiction

ENG 568 Contemporary Writers Colloquium

ENG 572 Workplace Writing Research Methods

ENG 598 Special Topics

**If this is a
Certificate, which
type? (see
definitions
below)** A B C

Definitions of Certificate Types

Type A - College Sponsored Certificate Programs: Programs that admit only matriculating students and offer a set of courses approved through the CWU academic governance procedures are classified as "College Sponsored Certificate Programs." These programs are developed, taught, and offered by academic departments housed in colleges at CWU.

Type B - Collaborative Certificate Programs: Programs that admit both matriculating students and non-matriculating students and offer a set of courses that includes regular course offerings appearing in the CWU catalog and administered by CWU Colleges are classified as "Collaborative Certificate Programs." These programs are developed, taught, and offered by academic departments housed in colleges in cooperation with the office of continuing education.

Type C - Continuing Education Certificate Programs: Programs that target primarily non-matriculating students and offer a set of instructional experiences developed independent of CWU's colleges but with input as appropriate from faculty are classified as "continuing education certificate programs." These programs are developed, delivered, and administered by the office of continuing education in consultation with faculty, academic departments, and/or college dean, as appropriate.

First Term To Be Offered

Term*	Fall	Year*	2016
Is all or part of this program offered on-line?*	<input checked="" type="radio"/> Yes <input type="radio"/> No		
If yes, what percentage?	<input checked="" type="radio"/> Online (WW) <input type="radio"/> Hybrid (WE) <input type="radio"/> Web Presence (WP)		

Percentage of Online Instruction Definitions

Online (WW): Course where most or all of the regularly scheduled contact hours take place online. If the course requires face-to-face meetings (for example, proctored exams) or regularly scheduled synchronous online meetings, these meetings must be identified in the course details notes in Safari. *(75% to 100% scheduled contact hours online).*

Hybrid (WE): Course the blends online and face-to-face delivery. Proportion of the contact hours take place online to deliver content and facilitate interaction, with corresponding reduction in face-to-face meetings. *(1% to 74% scheduled contact hours online).*

Web Presence (WP): Web-based technology is used to supplement what is essentially a face-to-face course. Designation required for any course using the learning management system (LMS) and other university-sponsored instructional technologies (e.g., streaming audio/video, class capture, student-response, web-conferencing) to deliver content and facilitate interaction. *(0% scheduled contact hours online).*

Required Summary Information

Please address all questions. If this section is not complete, the proposal will be returned to the originator.

Provide a justification for the creation of this program.

How will this new program enhance the curriculum of your department, college and the university? *

An Online Professional and Creative Writing M.A. will provide CWU with an entirely new kind of online graduate writing degree. Other online Masters-level graduate programs in writing concentrate heavily on professional OR creative writing; however, our program is designed to meet the changing needs of writers in the new "learning" economy while extending access to students from across the state and country.

An M.A. program in Professional and Creative Writing makes it possible for CWU to contribute to a nascent discipline, one which combines professional writing with creative writing. This approach to writing helps educate our students for a new kind of knowledge economy—one that is based less on “knowing” and more on "learning." This shift in emphasis has been brought about by the changing nature of knowledge itself. As *Forbes* Jacob Morgan puts it, "today knowledge is nothing more than a commodity and to be the smartest [person] in the room all you need access to is a smartphone" (Morgan n.p.). Therefore, Morgan argues that industry will soon need "learning workers[:] . . . people who are able to learn new things and apply those learnings to various scenarios and environments" (n.p.). Our M.A. program, which is crafted to truly cross the creative and professional writing disciplines, helps students develop creative and critical thinking skills for this new kind of intellectual workplace.

Furthermore, an online M.A. in Professional and Creative Writing gives CWU the opportunity to help develop the emerging scholarship investigating areas of cross-pollination between writing genres and other aspects of English instruction. For example, Bush and Zuidema suggest that usability and user research (key concepts from the professional writing toolkit) can assist with other aspects of English pedagogy. Similarly, Spaulding and Faste show how creative writing skills such as narrative pay an important role in the professional writing practice of creating user stories and personas. A program in Professional and Creative Writing at the M.A. level allows our department to contribute to this fertile academic landscape.

At the departmental level, our vision for the new online M.A. leverages existing upper-division online writing courses. We also anticipate that offering a clear path to a graduate degree will help draw more students to the undergraduate online program. Many of our undergrad students are working professionals who are returning to school to complete Bachelors Degrees, but who have their sights set on more advanced writing practice and work.

Our program draws on the wide range of genres and professional experience that is currently represented by the faculty in the English department. The program as we envision it would utilize existing resources and classes as much as possible.

The program is designed to give students a great deal of flexibility in creating their course of study. The relative emphasis on creative or

professional writing genres is largely at the discretion of each individual student. Academic rigor will be crafted into each student's course of study through the required Introduction to Graduate Writing course, in which each student will begin planning towards their 700-level project course.

This rigorous-yet-flexible program design to provide a range of writing instruction and mentorship to meet a wide variety of student needs. Based on our experience with the online B.A. program, we anticipate that students will come to an M.A. program for a wide range of reasons. Many students are looking for an "upgrade" program to help them move forward in their established professional careers. Other students come from existing professional and creative writing jobs, but are seeking to broaden the contexts and genres available to their writing. Still others are committed to their chosen professions, and are looking for ways to practice their creative writing craft.

What specific needs does this program address that are not being met in other programs?*

There are few programs in the country that take this approach to an M.A. program. In fact, although there are 48 online M.A. programs in the general subject of Writing, none of these programs combine Professional and Creative Writing.^[1] Colleges such as Northern Arizona University, Missouri University of Science and Technology, and the University of Wisconsin–Stout all offer online M.A. or M.S. programs, but each of these programs focuses on professional writing genres and approaches.

The graduate program closest to our program is an M.S. in Professional Writing offered by Towson University in Maryland. This program offers a creative writing track, but the program also places a much heavier emphasis on professional writing and is not offered online.^[2]

Within the state of Washington, our M.A. program is clearly unique. The University of Washington offers an M.F.A. in Creative Writing and no graduate program in technical or professional writing, *per se*.^[3] Similarly, Washington State University offers an M.A. in English Literature or in Rhetoric and Composition, but no writing program at the M.A. level. Western Washington University offers an M.A. in English studies, which includes a much heavier emphasis on literature that we are designing into our program. Finally, Eastern Washington University offers an M.A. in Rhetoric and Technical Communication, but their program does not include any courses in the creative writing genres.

Perhaps more importantly, as of this writing, *none* of the other public universities in the state of Washington offers a writing program at the M.A. level that can be completed entirely online. Our program helps fill a crucial gap in the offerings available in the state. Central Washington University's online M.A. in Professional and Creative Writing will draw place-bound students that would not otherwise be able to pursue a master's degree of any kind.

[1] "48 Online Writing Masters Programs & Graduate Schools Page No: 1 - GradSchools.com." Gradschools.com. n.p., 17 Dec. 2014. Web. 18 Dec. 2014.

[2] "Professional Writing Master of Science (M.S.)." Towson University. n.p., n.d. Web. 20 Feb. 2015.

[3] The University of Washington does offer a graduate program in Human Centered Design and Engineering, which does include some course work in technical writing and editing.

**Please document
the demand for
this new
program***

The remarkable growth of our online and face-to-face undergraduate programs in Professional and Creative Writing indicates that there is a strong demand for a curriculum that allows students to cross professional and creative writing genres. In just over two years, the undergraduate online program has grown to more than 70 students. We anticipate that the demand for programs that combine the practical aspects of professional writing with the creative aspects of writing in genres such as poetry and fiction will continue to grow, as demonstrated by the success of undergraduate programs that take this approach. CWU is already on the forefront of this trend with its online B.A. program in Professional and Creative Writing. A new M.A. program allows CWU to lead the developments of these cross-disciplinary programs.

Students in our undergraduate program have also indicated strong interest in a graduate program.

Please indicate how this new program will impact existing programs in your department/college and the university.

Is this new program replacing a deleted program?*

Yes No

If it is an additional program, how will the program be staffed?

Staff will be shared with our undergraduate Professional and Creative Writing program.

How will FTEs be affected in existing programs?*

We do not anticipate any effect on existing programs since the new program serves a different audience from our on-campus M.A. Literature and M.A. TESOL programs.

What is the long-

term support for the program in terms of staffing and funding?*

Because the program will share faculty with our undergraduate writing programs, which have proven successful in the RCM model, we are confident that there will be continued funding and staffing. Currently, we are conducting two searches for tenure-track writing faculty.

Will faculty be reassigned from existing course offerings?*

Yes No

Will this new program impact student enrollment in other departments, graduate programs, colleges, etc.?*

Yes No

If yes, please explain

Will this new program include courses from outside the originating department?*

Yes No

Has the outside department(s) agreed to allow their course(s) to be used in your program?*

Yes No

IMPORTANT: If you intend to use course(s) from outside your department or area within your new program, a CUSTOM ROUTE will need to be created prior to

approval by the Originator, Department Chair OR Program Director. For assistance with CUSTOM ROUTES, please email curriculog@cwu.edu.

List below the Enrollment and Graduation Targets for the first five years.

Headcount Year 1* 8	Headcount Year 2* 18
Headcount Year 3* 22	Headcount Year 4* 27
Headcount Year 5* 30	
FTE Year 1* 8	FTE Year 2* 12
FTE Year 3* 15	FTE Year 4* 19
FTE Year 5* 20	
Graduates Year 1* 0	Graduates Year 2* 8

For Graduate programs only: Please indicate in the field below the estimated number and use of graduate assistantships and projected enrollments in thesis, project or exam options.

<p>Please explain the basis for these projections.*</p>	<p>Since it is an online program, we do not anticipated using graduate assistantships. Students will take a portfolio class at the end of the program and submit the portfolio to a committee rather than completing a thesis. A rotating group of faculty will serve on the committees.</p> <p>Students will be able to complete the program in four quarters, and we anticipate a full cohort of 8 students completing portfolios in the second year of the program.</p>
Graduates Year 3* 10	Graduates Year 4* 12
Graduates Year 5* 15	
Graduate Assistantships	

Who are the Program Personnel?*

Katharine Whitcomb

Joshua Welsh

Lisa Norris

Chris Schedler

New hire 1 (starting Fall 2016)

New hire 2 (starting Fall 2016)

For graduate programs, please indicate in the field below your faculty's ability to oversee thesis, project, or exam options as Regular, Associate, or Affiliate Graduate Faculty or qualifications to obtain Graduate Faculty status.

Graduate Qualifications

Professor Whitcomb, Professor Norris, and Dr. Welsh are or will be regular graduate faculty.

Two new creative writing hires are expected to be associate graduate faculty.

Seven current Literature faculty are regular graduate faculty and will serve on committees as appropriate.

Who are the Program Administration and Staff?*

George Drake, Department Chair

Laila Abdalla, Graduate Coordinator

Joshua Welsh, Program Director

Vickie Winegar, Secretary Senior

Jo Richards, Secretary

Program Expenses and Revenues

Program Expenses

Administrative Salaries (#FTE)/Benefits

Year 1* 2 wlu (4% of FTE)

Year 2* 2 wlu (4% of FTE)

Year 3* 2 wlu (4% of FTE)

Year 4* 2 wlu (4% of FTE)

Year n (full enrollment)* 2 wlu (4% of FTE)

Faculty Salaries (#FTE)/Benefits

Year 1* .61 / \$11,000

Year 2* .89 / \$16,000

Year 3* 1.03 / \$18,500

Year 4* 1.03 / \$18,500

Year n (full enrollment)* 1.03 / 18,500

TA/RA Salaries (#FTE)/Benefits

Year 1* 0

Year 2* 0

Year 3* 0

Year 4* 0

Year n (full enrollment)* 0

Other Salaries (#FTE)/Benefits

Year 1* 0	Year 2* 0
Year 3* 0	Year 4* 0
Year n (full enrollment)* 0	

Contract Services

Year 1* 0	Year 2* 0
Year 3* 0	Year 4* 0
Year n (full enrollment)* 0	

Clerical Salaries (#FTE)/Benefits

Year 1* 0 (no additional salary)	Year 2* 0 (no additional salary)
Year 3* 0 (no additional salary)	Year 4* 0 (no additional salary)
Year n (full enrollment)* 0 (no additional salary)	

Goods and Services

Year 1* 325	Year 2* 474
Year 3* 575	Year 4* 700
Year n (full enrollment)* 730	

Travel

Year 1* 750	Year 2* 1000
Year 3* 1000	Year 4* 1000
Year n (full enrollment)* 1000	

Equipment (list equipment and cost)*

No new equipment will be needed for the program.

Year 1* 0

Year 2* 0

Year 3* 0

Year 4* 0

Year n (full enrollment)* 0

Lease or Acquisition

Year 1* 0

Year 2* 0

Year 3* 0

Year 4* 0

Year n (full enrollment)* 0

Other (Itemize)

Year 1* 0

Year 2* 0

Year 3* 0

Year 4* 0

Year n (full enrollment)* 0

Indirect (if applied to the program)

Year 1	Year 2
Year 3	Year 4
Year n (full enrollment)	

Total Costs

Year 1* \$52,000	Year 2* \$73,667
Year 3* \$84,500	Year 4* \$84,500
Year n (full enrollment)* \$84,500	

Program Revenues**General Fund: State Support**

Year 1* \$ 52,000 (296 SCH * \$167)	Year 2* \$72,450
Year 3* \$87,500	Year 4* \$108,717
Year n (full enrollment)* \$112,725	

Tuition and Fees (total)

Year 1* RCM number above includes tuition	Year 2* RCM number above includes tuition
Year 3* RCM number above includes tuition	Year 4* RCM number above includes tuition
Year n (full enrollment)* RCM number above includes tuition	

Corporate Grants/Donations

Year 1* 0	Year 2* 0
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Year 3* 0

Year 4* 0

Year n (full enrollment)* 0

Internal Reallocation

If revenues are projected through internal reallocation, please attach a detailed explanation of the costs and impact the reallocation would have on other departments or programs. (Source of funds and percentage of budget)

Year 1

Year 2

Year 3

Year 4

Year n (full enrollment)

Other Fund Source (specify)

Year 1

Year 2

Year 3

Year 4

Year n (full enrollment)

Total Revenue

Year 1* \$52,000

Year 2* \$72,450

Year 3* \$87,500

Year 4* \$108,717

Year n (full enrollment) \$112,725

Student Learning Outcome Assessment Plan

Student Learning Outcomes*

1. Students will demonstrate professional-level writing skills by successfully meeting the rhetorical needs of situations requiring the application of a variety of genres and styles.
2. Students will demonstrate knowledge of a range of literary and professional theoretical perspectives, genres, conventions, projects, and forms.
3. Students will demonstrate effective and meaningful workshop discussion skills.
4. Students will demonstrate the incorporation of critical mentoring and peer feedback in the development of professional-level final projects.
5. Students will demonstrate an understanding of the diverse global variations in writing, literature, and professional presentation in our changing culture.
6. Students will demonstrate professional-level skills in writing and visual rhetoric through the creation of a web-presence for self-marketing.
7. Students will demonstrate their commitment to professional development.

Method(s) of Assessment*

1. Online Portfolio review.
2. Online Portfolio review.
3. Peer review and peer leadership in workshop discussions for final revisions of projects.
4. Online Portfolio review.
5. Online Portfolio review.
6. Final web project.
7. Final marketing plan project.

Who Assessed*

1. Students in ENG 589 Portfolio class at end of program.
2. Students in ENG 589 Portfolio class at end of program.
3. Students in ENG 589 Portfolio class at end of program.
4. Students in ENG 589 Portfolio class at end of program.
5. Students in ENG 589 Portfolio class at end of program.
6. Students in ENG 581 Publishing Strategies and Practice for Writers class at end of program.
7. Students in ENG 581 Publishing Strategies and Practice for Writers class at end of program.

When Assessed*

1. Fall, Winter.
2. Fall, Winter.
3. Fall, Winter.
4. Fall, Winter.
5. Fall, Winter.
6. Fall, Winter.
7. Fall, Winter.

**Standard of
Mastery/Criterion
of Achievement***

1. 90% of portfolios will score a "Pass" on committee-graded online portfolio of revised professional-level projects representing culminating work in M.A. program.
2. 90% of portfolios will score a "Pass" on committee-graded online portfolio of revised professional-level projects from at least three genres, including a contextualizing self-statement.
3. All students will score a "Pass" on graded workshop discussions and graded workshop leadership.
4. All students will score a "Pass" on portfolio check for workshop discussion revisions using rubric for effective use of critical mentoring and peer feedback in preparation of final projects.
5. 90% of portfolios will score a "Pass" on committee-graded online portfolio of revised professional-level projects from at least three genres, including a contextualizing self-statement.
6. 90% of students will score a "Pass" on the graded final web project in ENG 581.
7. 90% of students will score a "Pass" on the graded final marketing plan project in ENG 581.

Provide the following information as to how it will be listed in the catalog

Program Narrative

*

Online Professional and Creative Writing, MA

The Online Professional and Creative Writing M.A. provides students with the opportunity to practice the craft of writing in a wide variety of professional and creative genres. The program provides mentorship from award-winning writers working in poetry, fiction, and creative non-fiction. Additionally, the program provides students opportunities to hone their professional writing skills with topics drawing from fields such as rhetoric and persuasive writing, research methods, and advanced technical writing and documentation. Students develop their own custom-fit courses of study, which culminate in a thesis-level capstone-writing course, and the program can be completed in four quarters. The program prepares graduates to begin writing-intensive careers, advance in the workplace, or prepare for further graduate programs.

Admissions Requirements

In addition to university requirements for admission to graduate degree programs, students applying to the MA Online Professional and Creative Writing Program must also submit a writing sample of 5-10 pages. The writing sample must include the student's name, birth date and student ID number for identification. The GRE general test is also required for applicants to the program.

Graduation Requirements

Students will complete a portfolio of professional-level writing projects at the end of their program.

Required Courses

ENG 511 - Introduction to Graduate Writing Credits: (2)

ENG 581 - Publishing Strategies and Practice for Writers Credits: (5)

ENG 589 – Portfolio Credits: (3)

Electives

Choose a minimum of 35 credits of approved electives. Up to two 400- or 500-level Literature courses may be counted for elective credit.

ENG 504 - Advanced Technical Writing Credits: (5)

ENG 564 - Advanced Fiction Writing Credits: (5)

ENG 565 - Advanced Poetry Writing Credits: (5)

ENG 566 - Advanced Creative Nonfiction Credits: (5)

ENG 568 - Contemporary Writers Colloquium Credits: (5)

ENG 572 - Workplace Writing Research Methods Credits: (5)

ENG 598 - Special Topics Credits: (1-6)

Total Credits: 45

**Admissions
requirements***

In addition to university requirements for admission to graduate degree programs, students applying to the MA Online Professional and Creative Writing Program must also submit a writing sample of 5-10 pages. The writing sample must include the student's name, birth date and student ID number for identification. The GRE general test is also required for applicants to the program.

**Graduation
Requirements***

Students will complete a portfolio of professional-level writing projects at the end of their program.

**Program
Requirements***

Required Courses

ENG 511 - Introduction to Graduate Writing Credits: (2)

ENG 581 - Publishing Strategies and Practice for Writers Credits: (5)

ENG 589 – Portfolio Credits: (3)

Electives

Choose a minimum of 35 credits of approved electives. Up to two 400- or 500-level Literature courses may be counted for elective credit.

ENG 504 - Advanced Technical Writing Credits: (5)

ENG 564 - Advanced Fiction Writing Credits: (5)

ENG 565 - Advanced Poetry Writing Credits: (5)

ENG 566 - Advanced Creative Nonfiction Credits: (5)





ENG 568 - Contemporary Writers Colloquium Credits: (5)

ENG 572 - Workplace Writing Research Methods Credits: (5)

ENG 598 - Special Topics Credits: (1-6)

Total Credits: 45

Signatures for English: Online Professional and Creative Writing MA

Originator	Status: <i>Approved</i>
 George Drake	01/01/2016
Department Chair or Program Director	Status: <i>Approved</i>
 George Drake	01/12/2016
College Dean	Status: <i>Approved</i>
 Stacey Robertson	01/12/2016
Registrar	Status: <i>Approved</i>
 Rose Spodobalski-Brower	02/02/2016
Graduate Curriculum Committee	Status: <i>Incomplete</i>
Graduate Council Committee	Status: <i>Incomplete</i>
Dean of Graduate Studies	Status: <i>Incomplete</i>
Faculty Senate Curriculum Committee	Status: <i>Incomplete</i>
Faculty Senate Executive Committee	Status: <i>Incomplete</i>