## Undergraduate Degree Program

### Program - CASE English SLO (BA) - Writing and Rhetoric Track - Online

### Mission Statement
The mission of the Department of English is to develop students' abilities to read critically, analyze diverse literatures and write extended arguments that are original, conceptually complex and well-substantiated. The Department will offer each of its undergraduate majors advanced training in literary and linguistic analysis, and the theories and methodologies by which such study operates; each student will also acquire advanced abilities in the areas of writing and rhetoric, critical thinking skills, and oral communication.

### English Outcomes
FIU graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Knowledge</strong></td>
<td><strong>Direct Measures</strong></td>
</tr>
</tbody>
</table>
| Graduates will be able to develop a theory of writing that synthesizes readings and personal observations. | **Assessment Instrument:** Rubric  
**Assessment Method:** A two-member faculty panel will use the Theory of Writing rubric describing 2 indicators of Content Knowledge to assess a theory of writing written by a student in ENC 3334. Indicators:  
- Makes specific claims about writing & real-life connections (40 pts)  
- Supports claims with scholarship (30 pts)  
**Course Assessed:** ENC 3334  
**Sampling:** At least 10 students or 10%, whichever is greater.  
**Minimum Criteria for Success:** Students will attain an average minimum score of 56/70 on the Content and Support indicators. |

<table>
<thead>
<tr>
<th>Critical Thinking</th>
<th><strong>Direct Measures</strong></th>
</tr>
</thead>
</table>
| Graduates will be able to describe specific theories of rhetoric, make insightful connections between the theories, and develop a structured argument related to their own study of rhetoric. | **Assessment Instrument:** Rubric  
**Assessment Method:** A two-member faculty panel will use the Critical Thinking rubric describing 2 indicators of critical thinking to assess the final reflection in ENC 3371. Indicators:  
- Clearly describes several specific theories of rhetoric  
- Makes insightful connections between selected theories and weaves these into a structured argument about the student's own study of rhetoric.  
**Course Assessed:** ENC 3371  
**Sampling:** At least 10 students or 10%, whichever is greater.  
**Minimum Criteria for Success:** Students will attain an average minimum score of 6/8 on the Theories and Connections indicators. |

<table>
<thead>
<tr>
<th>Communication (Oral or Written)</th>
<th><strong>Direct Measures</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Communication</td>
<td><strong>Direct Measures</strong></td>
</tr>
</tbody>
</table>
| Graduates will be able to construct researched, professional reports that employ design, graphics, and style effectively to suit the needs of business audiences. | **Assessment Instrument:** Rubric  
**Assessment Method:** Two-member faculty panel will the project proposal using the Professional Writing rubric (4-point rating scale; 24-point maximum) which assesses for the |
- Produce documents in a variety of professional genres
- Demonstrate awareness of the needs of multiple audiences, including international/global audiences
- Develop effective document designs and employ clear writing
- Conducting and incorporating primary and secondary research to support rhetorical aims
- Tailor communication to effectively respond to situation and audience
- Write clearly and concisely

**Course Assessed:** ENC 3213

**Sampling:** At least 10 students or 10%, whichever is greater.

**Minimum Criteria for Success:** Students will score an average minimum of 18 points on the Professional Writing rubric, or an average per indicator of 3.00.

<table>
<thead>
<tr>
<th>Oral Communication</th>
<th>Procedure</th>
</tr>
</thead>
</table>
| Graduates will be able to deliver a presentation using accurate subject knowledge, organization, connection to audience, and delivery. | **Assessment Instrument:** Rubric  
**Assessment Method:** A two-member faculty panel will use the Presentations Outcome on the Professional Writing rubric (4-point rating scale; 4-point maximum) to assess an oral presentation in ENC 3213. Criteria:  
- Audience-appropriate content  
- Organization  
- Delivery  
- Visuals and/or multimedia support  

**Course Assessed:** ENC 3213  
**Sampling:** At least 10 students or 10%, whichever is greater.  
**Minimum Criteria for Success:** Students will attain a minimum of 3 out of 4 points for the Presentations Outcome. |