

Memorandum

To: Dr. Amy Hodges, Assistant Professor of English
From: Haleigh Faraday, Heidi Hernandez, Sofia Pena
Date: 28 October 2022
Subject: Introduction to Technical Writing Course Proposal

Thank you, Dr. Amy Hodges, for taking the time to meet with our team on October 11, 2022 to discuss the vision for the online introduction to technical writing course. The purpose of this memo is to outline our understanding of your needs, as well as offer a potential set of deliverables for Unit 1.

The Need

The current online course shell seems to have several needs regarding appropriate workload, easy accessibility, and stronger student-instructor communication. The most pressing concern is a lack of course materials that are both engaging and relevant. During our last meeting, you emphasized that the biggest problem is students assume there is only one correct way to create technical communication. Because technical communication is unfamiliar to many students and it's in an online setting, which has many limitations for non-traditional students, our team would like to offer the following solutions.

Proposed Deliverable

Based on your needs, we would like to propose the creation of an effective and straightforward introduction to your 16-week course in technical writing, with the first unit (Unit 1) facilitating the following outcomes:

- Students will acquire basic knowledge and understanding of the technical writing purpose and process.
- Students will be able to define technical communication and user-centered communication.
- Students will be able to locate examples of technical communication.

These outcomes will be achieved through the following two deliverables, which will be 10 minute videos:

- I. Introduction to Technical Communication
 1. What is Technical Writing?
 - a. Overview and Objectives of the Unit
 - b. Defining Technical Writing
 - c. Defining User-Centered Writing
 - d. Looking at Different Technical Documents (e.g., Manuals, Pamphlets, Instructions, Contracts, Proposals, Warning Labels, etc.)
 - e. Real-World Uses in the Nursing/Healthcare Industry
 2. Why Does Technical Writing Matter?
 - a. Benefits of Technical Writing
 - Communicating important information in an accessible form
 - b. Simplifying Complex Information
 - Providing straightforward information and using visuals
 - c. Technical Writing is Everywhere
 - The world of technical writing is expanding at a rapid pace
 - d. Technical Writing in the Workforce
 - Instructions on workplace equipment, workplace policies and procedures, proposals for potential clients, etc.

These deliverables will consist of a set of items (e.g., videos, PDFs) that can be extracted from a Canvas course shell by yourself and can repurposed as needed. It is important to switch it up and not stick to one specific format to deliver information since that may cause students to become bored. Each deliverable will be created with universal design policies in mind (e.g., subtitled videos, easy to read fonts and colors, etc.). Additionally, the content will be designed to facilitate the success of UTA's online courses, as well as enrollment efforts by making sure the deliverables are engaging and accessible.

We would be happy to arrange another meeting between all of us to continue working on this collaboration.