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Fall 2017

### Professional Writing (ENGL 306) Syllabus

Drew Scheler

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# ENGL 306: Professional Writing

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## Course Description

This is an academic course that will teach you professional writing skills. In it, you are not exactly students, and I am not strictly an instructor. Instead, you are a staff of writers, and I am your supervising editor. We will be working for a partner organization. I will serve as the primary liaison between our team and our partner. I am therefore responsible for coordinating our agenda and adapting it to fit our partner's changing needs and circumstances. Like any team leader, I am also responsible for quality control. As we will discuss in detail, finally, my leadership is collaborative. Expect to participate meaningfully in this project, and to have your contributions taken seriously.

## Community Partner

Our partner is Brown County Community Gardens (BCCG), a food justice program offered through the UW-Extension. BCCG provides 10 gardening spaces for public use. It also runs programs around gardening education, public health, and food security. It was formed as part of a larger initiative to empower the Hmong community to become healthier and more economically self-sufficient. It now serves a culturally diverse population and a range of income levels.

## Project Description

We are assisting with BCCG's fundraising efforts, including a Giving Tuesday donation drive. The Giving Tuesday fundraiser is designed to help BCCG reach the \$10,000 it needs to open an endowment account with the Greater Green Bay Community Foundation—the first stage of a long-term plan designed to ensure program stability. As of 8/26/2017, this fund is at \$7,865. So our minimum fundraising goal is \$2,135. Let's blow it out of the water. And let's leave BCCG more prepared for its larger fundraising objectives than it was at the beginning of the semester.

## Assessment

I will assess the quality of your contributions to BCCG at the end of the semester. You will have the opportunity demonstrate the scope and impact of those contributions through a professional portfolio. This portfolio will include: a cover letter that stakes a claim about your writing and professional skills; a brief biography, including a résumé; examples of documents you've composed; and a reflection on your writing process. We will be using Wordpress as our platform.

## Grading

Professional Portfolio: 100%

## Grading Scale

Contributed Meaningfully	A
Contributed Unhelpfully	C
Did Not Contribute	F

## Schedule

9/1: Submit Résumé and Writing Sample  
9/8: Complete IRB Tutorial  
9/11: Complete Reading of Stoecker  
TBD: Meet Project Deadlines  
11/28: Giving Tuesday  
12/11: Finish Portfolio  
12:11: Presentations at UW-Extension, 2:15-4:14

## ENGL 306: POLICES AND INFORMATION

POLICY AREA	INFORMATION
Meeting Times	Mulva 315, MWF 1:10-2:10
Office Hours	354 Boyle Hall Tuesday and Thursday, 9am-12pm and by appointment
Contact Information	I communicate best through email. Check for my emails often during normal working hours, and I'll check for yours.
Required Texts	<i>Research Methods for Community Change</i> (2nd ed.) by Randy Stoecker <i>Style: Lessons in Clarity and Grace</i> (12th ed.) by Joseph Williams and Joseph Bizup
Off-Campus Work	This class will ask you to leave St. Norbert's campus. These excursions will be driven by the needs of our project. I will ask you to log your hours both on and off campus. This is for your personal and professional development, not to track "service."
Attendance	I do not take attendance. Noticeable absences from class will be reflected in your work. If your absences become a detriment to the team, I will ask you to withdraw.
Schedule	Aside from some hard deadlines, our schedule is subject to change as our project demands it. The only way to follow the schedule is to come to class regularly.
Deadlines	I will accommodate your process. Some deadlines are hard, and cannot be changed. Others deadlines are soft. I'll be clear about which is which. If I'm not, please ask.
Professional Integrity	This class demands forms of ethical integrity that go beyond the Honor Code. We we will discuss in detail the ethics of professional research, writing, and community engagement. For the Honor Code, go to <a href="https://www.snc.edu/registrar/HonorCode/">https://www.snc.edu/registrar/HonorCode/</a> .
Academic Accommodations	I respect students' legal and ethical rights to accommodations. For confidential diagnosis and institutional support, visit the Academic Support Services Office (211 Todd Wehr); contact the Coordinator of Services to Students with Disabilities (920-403-1326); or visit <a href="http://www.snc.edu/academicsupport/disabilities.html">www.snc.edu/academicsupport/disabilities.html</a> . If you have needs that cannot be met in this way, please contact me.