

ALL SCHOOL MEETING
21 OCTOBER 2014

WRITING SUBCOMMITTEE

...A WORK IN PROGRESS...

WHAT WE ARE DOING...

MEETING WITH WAC COORDINATOR AND
WRITING TUTORS
FOR IDEAS AND SUPPORT

INVESTIGATING OTHER WRITING PROGRAMS

BRAINSTORMING BY EMAIL

SO FAR...

SOLUTION TO THE “WRITING PROBLEM”
IS A LONG TERM PROJECT

THERE ARE SHORT TERM STEPS WE CAN TAKE NOW...

...AND A NEED FOR A LONG TERM STRATEGY

BASIC QUESTION:

DO WE HAVE A “WRITING PROBLEM” OR
A “COMMUNICATIONS PROBLEM”?

AND WHAT DOES AACSB SAY ABOUT “COMMUNICATIONS”?

Standard 9

Curriculum content is appropriate to general expectations for the degree program type and learning goals. [CURRICULUM CONTENT]

Bachelor's Degree Programs and Higher

All general management and specialist degree programs at the bachelor's, master's, and doctoral level would normally include learning experiences that address the following general skill areas and general business and management skill areas (higher level of mastery for master's and doctoral programs is expected):

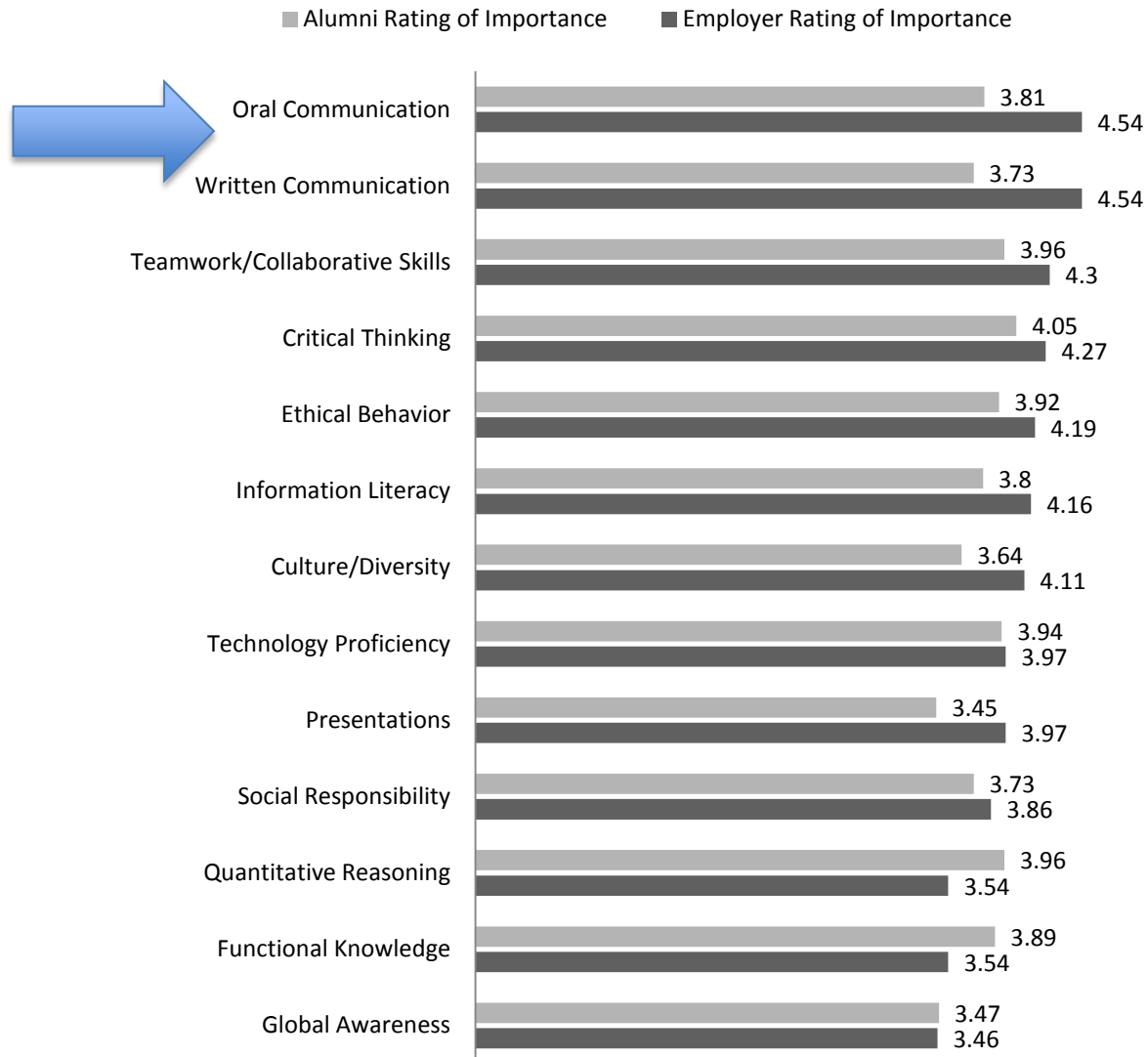
General Skill Areas

- Written and oral communication (able to communicate effectively orally and in writing)

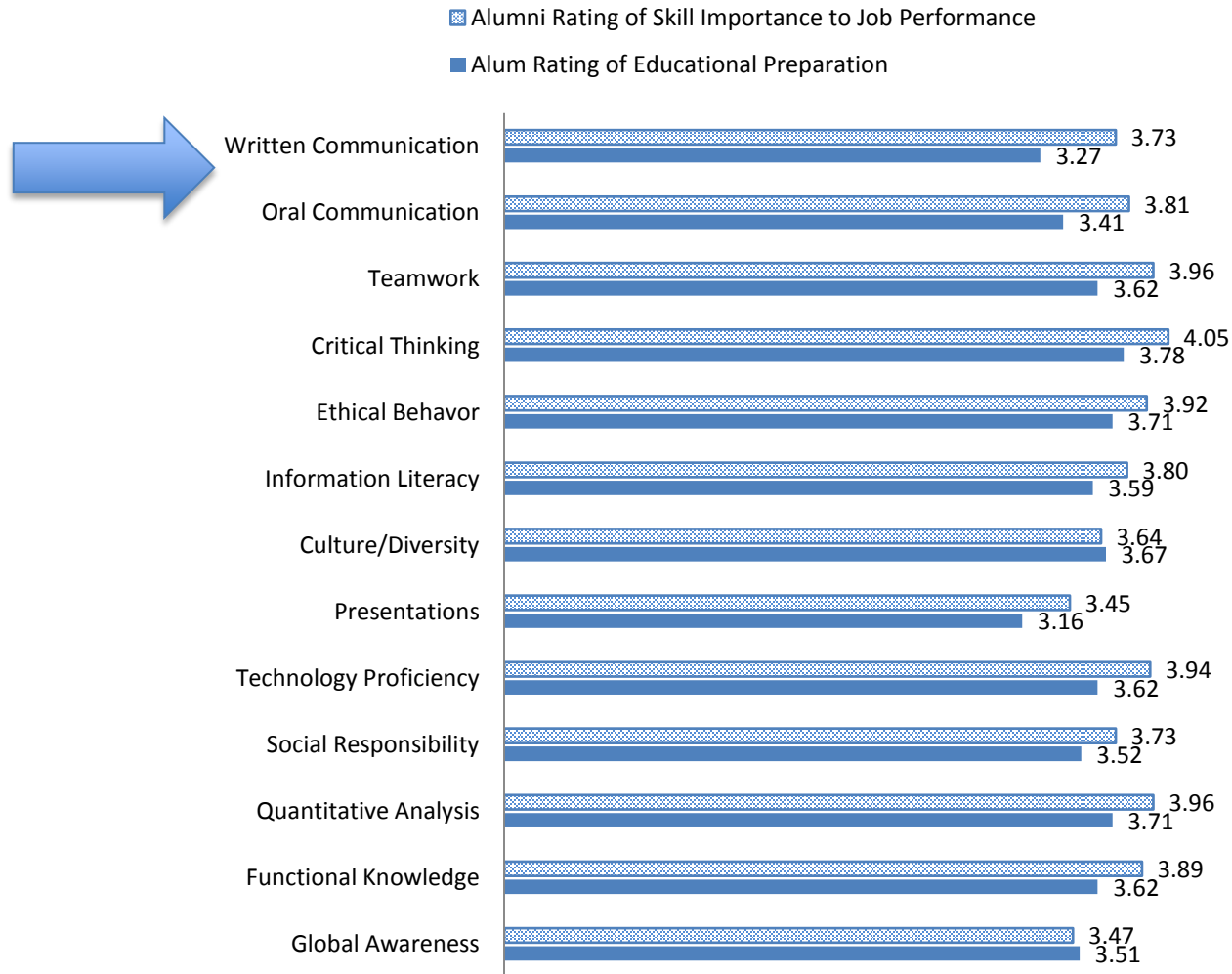
***“COMMUNICATION” IS FIRST ITEM LISTED UNDER
“GENERAL SKILL AREAS”***

ACCORDING TO THE SOB SEPTEMBER 2014 EMPLOYER/ALUMNI SURVEY

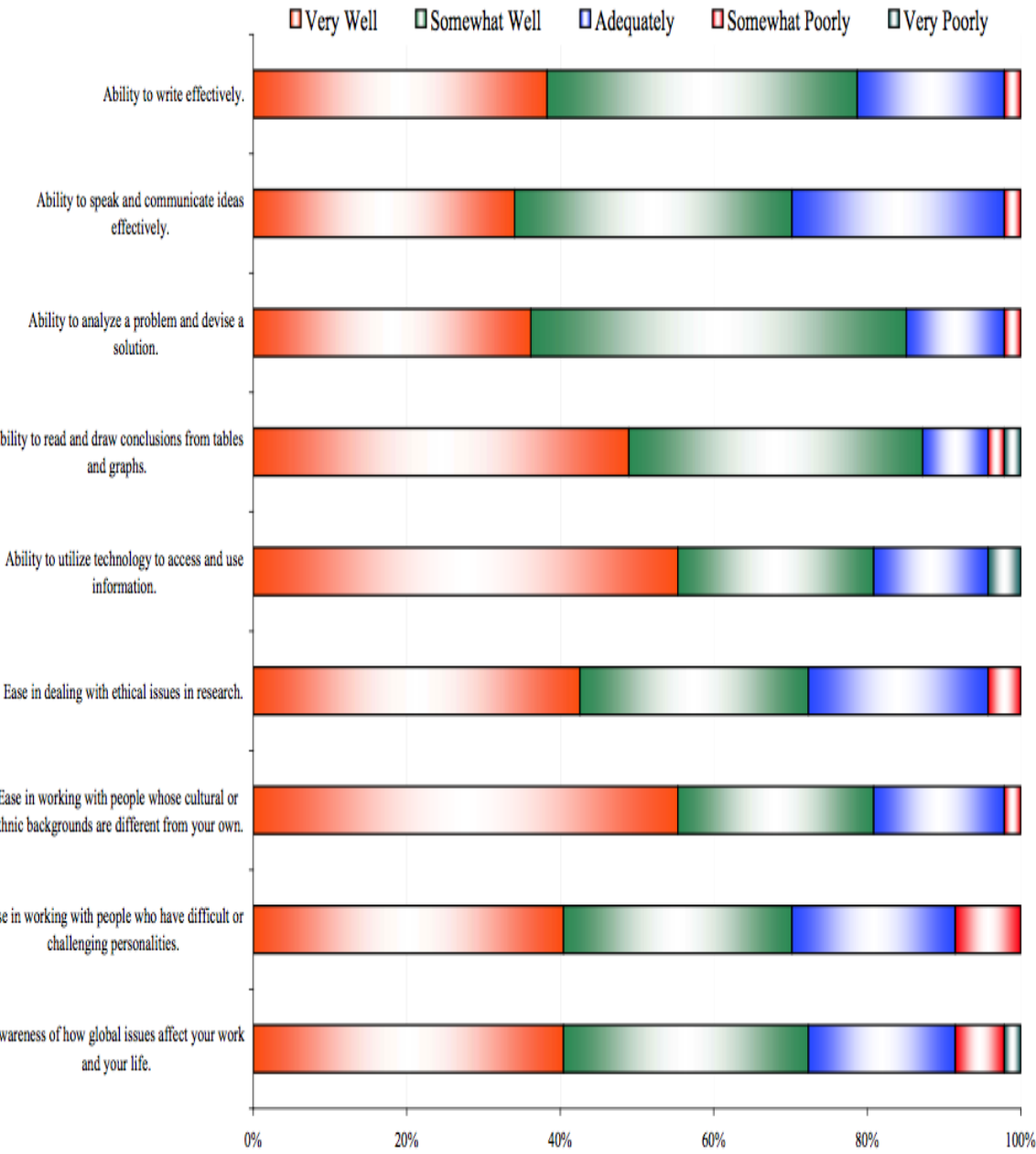
A MIXED MESSAGE



DESPITE THESE DIFFERENCES, CAN WE/SHOULD WE DO BETTER?

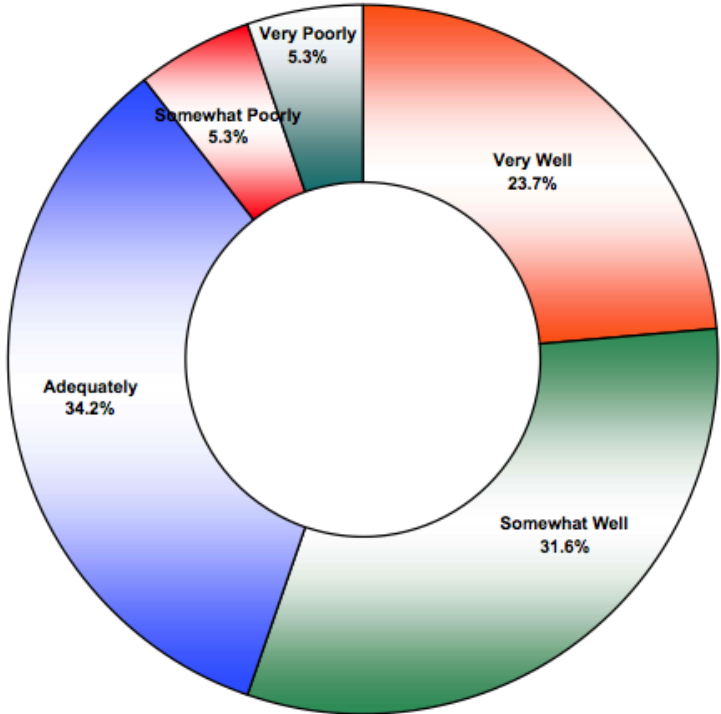


Question 1: Please rate how well your education at Brooklyn College prepared you for your professional life in each of the following areas:



ECHOES...2008-2009 SURVEY OF ECON. DEPT. ALUMNI

Question 9: How well did the courses you took as part of your major prepare you for your current occupation?



THE BOTTOM LINE (?)

OUR STUDENTS NEED TO HAVE BASIC WRITING SKILLS

BUSINESS WRITING IS NOT ACADEMIC WRITING
(BUT GOOD WRITING IS GOOD WRITING)

DIFFERENT BUSINESS FUNCTIONS HAVE THEIR OWN
COMMUNICATIONS FORMS/REQUIREMENTS

MANY FORMS OF BUSINESS COMMUNICATIONS

- * PRESENTATIONS

- * MEMOS

- * REPORTS

- * EMAIL

- * LETTERS

- * MANUALS

THE ONE ESSENTIAL CHARACTERISTIC: CLARITY
(THE PRODUCT OF CLEAR ORGANIZATION, PROPER USAGE, APPROPRIATE
VOCABULARY AND DICTION.)

WHAT'S THE PICTURE BEYOND BC? HOW ARE OTHER SCHOOLS DOING?

CAN WE RELY ON “PATHWAYS” AND THE CUNY
BASICS? CAN WAC HELP?

A QUICK LOOK SUGGESTS THAT GENERAL EDUCATIONAL INSTITUTIONS ARE
NOT DOING A GREAT JOB WITH “BUSINESS COMMUNICATIONS”

*SEE THE PROLIFERATION OF COMMERCIAL AND UNIVERSITY EXTENSION “BUSINESS
COMMUNICATIONS” COURSES AND CERTIFICATES.*

NYU STERN Business Writing Proficiency Requirement

- Earning a score of 4.0 or better on the analytical writing component (AWA) of the GMAT or GRE exam used for admission
- Passing a non-credit online Business Writing Workshop at Stern

SO, WHAT TO DO?

THE DEAN HAS MADE IT CLEAR THAT CURRICULAR CHANGES ARE DEPARTMENTAL RESPONSIBILITIES.

THE DEAN IS COGNIZANT OF OUR RESOURCE CONSTRAINTS

AND LET US NOT UNDERVALUE OUR STUDENTS

SOME SHORT TERM STEPS:

- STRUCTURED WRITING ASSIGNMENTS
RUBRICS
“WRITING TO LEARN” PROBLEM SOLVING
- WORK MORE CLOSELY WITH MAGNER CENTER PREP EFFORTS, INTERNSHIPS,
OUR OWN ADVISORS
- MORE TEAMWORK/GROUP PRESENTATION REQUIREMENTS
- REQUIRE AND EXPLOIT EXPOSURE TO GOOD WRITING BEYOND THE TEXTBOOK

LONGER TERM STEPS

REQUIRE SUCCESS IN A COMMUNICATION COURSE
BEFORE DECLARATION OF THE BUSINESS MAJOR

RAISE GPA STANDARDS FOR
THE BUSINESS MAJOR DECLARATION

ENGAGE AND UTILIZE WAC WRITING FELLOWS
MORE DEEPLY IN OUR ASSIGNMENTS

ENGAGE BUSINESS MENTORS VIA MAGNER CENTER

NEXT:

THE SUBCOMMITTEE WELCOMES INPUT

PLEASE CONTRIBUTE TO THIS “WORK IN PROGRESS”