

Community Partner Overview

Professional Writing Program

Instructor Information

[fill in information here]

Who we are

[fill in info about your program]

The Professional Writing program started over 20 years ago, and currently offers a MA degree, a graduate certificate, an undergraduate certificate, and a specific “track” as part of the undergraduate English major.

The Professional Writing program allows students to establish a strong theoretical framework for practical applications in the field of professional writing. Professional writers are problem solvers. If you have a writing or communication problem or need, we can help you address it.

Students at all levels take courses to learn how to

- write and edit professional documents
- manage publication projects
- design print and web-based materials
- work with corporate and non-profit clients

In addition to the core requirements, program electives allow students to specialize in areas that meet their individual needs. Writing practice goes beyond traditional classroom assignments to include real-world experiences that afford students the opportunity to make useful business contacts and develop a portfolio of work to present to prospective employers.

The program prepares graduates for an array of possible professional routes, including technical and scientific writing, journalism, communications, and promotional writing.

How can we help you

“Writing” is no longer solely print based so students are also familiar with web, social media, traditional print media, and broadcast media. Beyond basic writing tasks, students are learning advanced ways of assessing the needs of the organizations, the constituencies they serve, and how to best meet the needs of those constituencies.

Promotional writing is but one of the many types of writing we teach in the program. Past clients for such projects include the Cincinnati Youth Collaborative, the Kidney Foundation, the UC College of Education, Anderson Publishing Company, the Council of Child Abuse of Southwestern Ohio, the UC Medical Center, ORSANKO, A Day in Eden, the Taft Museum, DuPont Titanium Technologies, the UC Genetic Counseling Program, and Public Allies, Inc., among others.

How the partnership works

Community engaged learning is enacted in a variety of ways. One of the most well-known ways is service-learning. In this model, students will normally go to an organization and work there in some capacity. For advanced graduate courses in the PW program, however, we use an alternate model. Rather, the students take on the role of consultants with your organization as client. In most cases, you and the students work through the goals of the projects. In some cases, the goals are pre-determined by you and the instructor. In all cases, students will drive the project and produce a defined set of deliverables.

Course goals

It is important for you, as client, to remember that your project is a class project. That means two things. First, and most important, the project has to fit into specific learning objectives for the course. The course description and learning objectives for the [fill in course name here] course are as follows:

Overview:

[fill in course description]

Learning Objectives:

- [fill in learning objectives]

Secondly, while the students are striving to produce professional quality documents that you can use, the reality is that the deliverables will often need some modifications before they are implemented.

As part of my personal agreement with community partners, I will help you adapt student products for use by your organization. That is my commitment to you: **to close the project and ensure that there is something that you can use and implement.**

PW Responsibilities

Beyond the day to day teaching responsibilities of class, the instructor will check in with you several times throughout the term to close the communication loop; act as first option for course related questions; and be available to answer any questions you may have about the project and/or your goals for the project.

Students will have the following responsibilities:

- Create a communication plan that requires you to answer questions in related batches rather in an intermittent fashion
- Produce drafts for feedback based on the initial client/consultant agreement
- Research, plan, draft, write, and produce the agreed upon deliverables by the date specified

The class meets on [fill in information here].

[this document is updated the first week of class with the list of what was agreed upon to do during the term. It is then that the completed document is sent to the client/community partner.]

Client Responsibilities

You will have the following responsibilities:

- Provide a point of contact for communication
- Respond to instructor communication throughout the term to ensure that the project is meeting your needs (and those of the class)
- Visit the class on two occasions
 - To introduce your organization and it's promotional writing needs
 - To attend a final presentation at the end of the term
- Answer student questions and queries in a reasonable timeframe (usually no more than 48 hours)
- Provide necessary background, content, logos, etc., that are needed to produce the deliverables