

Indiana Commission for Higher Education
Indiana Board for Proprietary Education

Out-of-State Institutions and
In-State Proprietary Institutions Offering Instruction in Indiana
with a Physical Presence in the State

DEGREE APPLICATION
(New or Renewal program)

Use the <tab> key to advance to the next field, or select a field by clicking the cursor.

Name of Institution **The Art Institute of Indianapolis**

Name of Program **Professional Writing for Creative Arts**

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) **BS**

Name of Person Preparing this Form **Michele Zollner**

Telephone Number **412-995-1879** **Application Type**

Date the Form was Prepared **February 27, 2015** Initial

(Revise date after any revision) Revised on 5/20/2015

I. PROGRAM OBJECTIVES: Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

Program Description

The Bachelor Degree Program in Professional Writing for Creative Arts is an eleven-quarter, 180-credit, program designed to cultivate in students the necessary skills and competencies for writing engaging and captivating content and narratives, ably identify target audiences and the specific message requirements needed to reach these audiences, and write and create messages in a way that captures the audience.

The Professional Writing for Creative Arts degree program emphasizes the development of content for advertisements, books, magazines, websites, performing arts scripts, and other publications. Course topics in the Professional Writing for Creative Arts degree program include business writing, technical writing, marketing and corporate communications, quantitative and qualitative research methods, copyediting, scriptwriting and social media management.

The Professional Writing for Creative Arts program at The Art Institutes is the first step toward a career in writing creativity. Initially, students will develop advanced competencies in English composition and learn the fundamentals of narrative and storytelling structure and technique. As they progress through the program, students are trained in the application of writing in various industries to meet specific needs and purposes of those industries. Students will focus on writing, editing, and critiquing content for specific purposes and will learn to write creatively in different styles and techniques to achieve different results, emotions, audience relations, etc.

With a Professional Writing for Creative Arts degree, graduates can pursue entry-level jobs such as Writer, Content Specialist, Content Editor, Copywriter/Copyeditor, Freelance Writer, Proofreader, Communications Specialist, Web Editorial and Content Specialist, Content Strategist, Blogger, Online

Communications Specialist, Content Creator, Script Supervisor, Content Editor, Social Media Content Strategist, Quest Designer, Interactive Story Designer, Narrative Designer.

Program Mission

The mission of the Professional Writing for Creative Arts degree program is to provide a focus on the development, strategy, marketing and curation of content and to enable students to successfully write narrative or informative content for multiple media platforms and purposes. Graduates are prepared to grow their careers from entry-level positions in the professional writing field through practice of lifelong learning. Professional Writing for Creative Arts graduates are prepared to meet the challenges of the continually changing marketplace and profession.

Program Objectives

In the Bachelor Degree Program in Professional Writing for Creative Arts students will:

- Gain advanced competencies in English composition
- Learn the fundamentals of narrative and storytelling structure and technique
- Understand the application of writing in various industries to meet specific needs and purposes
- Learn research techniques required to obtain information relevant to their topic
- Write, edit, and critique content for specific purposes
- Learn to write creatively in different styles and techniques to achieve different results, emotions, audience relations, etc.
- Successfully write narrative or informative content for multiple media platforms and purposes

II. PROGRAM STRUCTURE: List all courses in the program. Indicate course name, course number, and number of credit hours or clock hours for each course.

Name of Program: _____ **BS in Professional Writing for Creative Arts**

Total Course Hours: 180 Check one: Quarter Hours X
 Semester Hours _____
 Clock Hours _____

Tuition : \$73,620 Length of Program: 121 weeks

SPECIALTY COURSES:

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
ADVA201	Fundamentals of Marketing	3
ADVA214	Advertising Copywriting	3
ADVA215	Advertising Storyboarding & Scriptwriting	3
ADVA328	Public Relations	3
DFVA201	Fundamentals of Scriptwriting	3
DFVA214	Scriptwriting	3
GWDA101	Applications & Industry	3
GWDA132	Information Architecture	3
GWDA133	Fundamentals of Web Design	3
GWDA204	Introduction to Writing for Interactive Media	3
INSA307	Introduction to Research Methods	3
PRWA101	Principles of Rhetoric	3
PRWA102	Journalism	4
PRWA103	Foundations of Professional Writing	3
PRWA104	Marketing Communications	3
PRWA107	Myth & Symbol	4
PRWA111	Introduction to Literary Studies	4
PRWA121	Creative Writing	4

PRWA202	The Language of Business	3
PRWA203	Introduction to Copyediting	3
PRWA212	Story Writing	4
PRWA213	Content Management for Web Media	3
PRWA222	Lifestyle Writing	3
PRWA302	The Editorial Process	3
PRWA303	The Publication Process	3
PRWA304	Communication in the Global Marketplace	3
PRWA305	Senior Thesis: Concept & Development	3
PRWA307	Ethics in Professional Writing	3
PRWA312	Creative Nonfiction Writing	4
PRWA322	Grant & Proposal Writing	3
PRWA402	Writing for Health, Science & Technology	3
PRWA403	Senior Thesis: Content Creation	3
PRWA406	Internship OR	3
OR	Elective III	
Elective		
PRWA408	The Writers Marketplace	3
PRWA409	Portfolio	3
PRWA413	Senior Thesis: Revision & Defense	3
	Elective I	3
	Elective II	3
	Elective IV	3
	Elective V	3

GENERAL EDUCATION / LIBERAL ARTS COURSES:

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
GE110	English Composition	4
GE115	Critical Thinking	4
GE120	College Mathematics	4

GE130	Art History	4
GE140	Speech and Communication	4
GE150	Natural Science	4
GE160	Psychology	4
GE200	Sociology	4
GE201	Historical and Political Issues	4
GE220	World Civilization	4
GE250	Anthropology	4
GE260	Research and Technical Writing	4
GE280	Conversational Spanish I	4
GE490	General Education Capstone	2

Number of Credit/Clock Hrs. in Specialty Courses: 126 / 180 Percentage: 70%

Number of Credit/Clock Hrs. in General Courses: _____ / _____ Percentage: _____

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts: 54 / 180 Percentage: 30%

III. LIBRARY: Please provide information pertaining to the library located in your institution.

1. Location of library; Hours of student access; Part-time, full-time librarian/staff:

Location of Library: Second floor of Pyramid Two, 219

Hours of student access:

On campus:

Monday – Friday 7:30am – 8:00 pm

Ask Today On-Call Librarian Service:

Monday – Thursday: 8am – 2am ET

Friday: 8am – 11pm ET

Saturday: 10am – 11pm ET

Sunday: 12pm – 2am ET

Full-time staff: One MLS

Part-time staff: Four student workers

Ask Today On-Call staff: Five FT and one PT MLS

2. Number of volumes of professional material:

At the campus: 6,947

Online: 198,907

3. Number of professional periodicals subscribed to:

At the campus: 71

Online: over 20,000

4. Other library facilities in close geographical proximity for student access:

Indianapolis Public Library, Indianapolis Museum of Art Library, Indiana University/Perdue University Indianapolis

IV. FACULTY: Attach completed Instructor's Qualification Record for each instructor.
**** Include all required documentation pertaining to the qualifications of each instructor.**

Total # of Faculty in the Program:	23	Full-time:	3	Part-time:	20
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Fill out form below: (PLEASE LIST NAMES IN ALPHABETICAL ORDER.)

List Faculty Names (Alphabetical Order)	Degree or Diploma Earned	# Years of Working Experience in Specialty	# Years Teaching at Your School	# Years Teaching at Other	Check one:	
					Full-time	Part-time
Brittany Burtner	BS	2	.75	0		X
Heather Bussell	BS	13	3.5	0		X
Colin Cassidy	BA	7	2	0		X
Scott Chenoweth	BS	11	6	0		X
Josh Corken	BS	5	1	0		X
Kristine Costello	BA	6	5	1		X
Gregory Craddock	MEd	10	4.5	17		X
Christopher Howden	BS	2	1	0		X
John King	MS	12	5	3		X
Brian Lee	BS	8	2	0		X
Karen Lee	BS	13	3.5	6		X
Brenda Manley	BS	23	.5	0		X
Heather Miles	BS	9	3.5	9		X
Rick Morris	MS	4	.5	2		X
Chris Pickey	BS	11	2.5	0		X
Austin Pittman	MFA	9	3.5	4		X
Gregory Rowe	MFA	12	3	0		X
Josette Starks-Van	MS	8	.25	15	X	
Elizabeth Staver	MFA	8	5.5	1	X	
Roxanne Terhune	MFA	31	.5	0		X
Ed Ventura	MS	10	.5	2		X

Matt Wagner	BS	3	1	0		X
Steve Williams	BA	14	5.5	0	X	

**Supplementary Information on
Licensure, Certification, and Accreditation**

Institution: The Art Institute of Indianapolis
Degree Program: Bachelor of Science in Professional Writing for Creative Arts
Locations: Indianapolis

State Licensure

Does a graduate of this program need to be licensed by the State to practice their profession in Indiana and if so, will this program prepare them for licensure?

No, graduates of this program do not need to be licensed by the State to practice their profession in Indiana.

If so, please identify

The specific license(s) needed:

The State agency issuing the license(s):

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Professional Certification

What are the professional certifications that exist for graduates of similar program(s)?

- Certifications from The Society for Technical Communication
- Certified Grant Writer[®] Exam
- Medical Writing Certification Commission

The Society for Technical Communication

What are the professional certifications that exist for graduates of similar program(s)?

The Society for Technical Communication offers a three tier certification for technical writers. The certification program is currently under revision and it is anticipated that the program will be re-opened to applicants in 2015. The re-engineered program will be a three-tiered professional certification: Foundation, Practitioner, and Expert

- The **Foundation**-level Professional Certification will focus on knowledge of the field. To achieve Certified Professional Technical Communicator – Foundational designation, applicants will demonstrate knowledge and understanding of best practices in technical communication by passing a test.
- The **Practitioner**-level Professional Certification will demonstrate mastery of applying best practices and leading others in their use. The achievement of Certified Professional Technical Communicator – Practitioner designation will be a test and an evaluation of work product
- The **Expert**-level Professional Certification requirements will be similar to the previous CPTC program, requiring a set of work products and interviews. Those who have already achieved

Certified Professional Technical Communicator under the old program will be automatically grandfathered into the Certified Professional Technical Communicator – Expert Certification level.

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

Earning one of these certifications sets potential employees apart from the competition and prepares them for new opportunities, using the certification to prove mastery and demonstrate high professional standards.

Please explain the rationale for choosing each professional certification:

Technical Writing is specifically addressed in the Professional Writing for Creative Arts curriculum, therefore students interested in beginning technical writing certification would have a foundation in place. Because little information is available at the current time, it is difficult to ascertain the level of certification within graduates' scope at this time.

Please identify the single course or a sequence of courses that lead to each professional certification:

Courses that may help students obtain certification from the Society for Technical Communication at the time it becomes available would include: PRWA103 Foundations of Professional Writing, PRWA202 The Language of Business, PRWA402 Writing for Health, Science & Technology, , INSA307 Introduction to Research, PRWA304 Communication in the Global Marketplace, PRWA302 The Editorial Process, PRWA307 Ethics in Professional, PRWA303 The Publication Process

Certified Grant Writer® Exam

What are the professional certifications that exist for graduates of similar program(s)?

The Certified Grant Writer® professional credential is the grant industry standard for professionals in government and philanthropy. The credential documents that the professional has demonstrated proficiency in grant researching, proposal writing, budgeting, and professional ethics. The professional credential is valid for a period of 5 years and may be renewed by earning 30 CGW Renewal Credits every 5 years.

- **Certified Grant Writer® Online Series.** This option is ideal for beginning grant writers who want to earn the Certified Grant Writer® professional credential as well as learn to write competitive letters, proposals and applications for grants.
- **Certified Grant Writer Workshop Series** This option is ideal for beginning grant writers who want to earn the Certified Grant Writer credential as well as learn to write competitive proposals, letters, and applications for grants.
- **Certified Grant Writer® Workshop Package** This option is ideal for intermediate grant writers who already know how to research grant opportunities, use online resources for grantseekers, and are familiar with terminology used by grantseekers, but want to learn how to write more competitive proposals and budgets, as well as earn the Certified Grant Writer® professional credential.
- **Certified Grant Writer® Review Course and Examination**
This option is ideal for experienced grant writers who do not need any coursework, except the CGW Review Course that is offered the day prior to the exam. You must be a member on the date of the CGW Exam.

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

Students enrolled in the Professional Writing for Creative Arts program will have a solid base in varied areas of professional writing and content creation. Those graduates interested in employment in the grant writing field should be poised to explore the Certified Grant Writer Online Series with the completion of the curriculum which includes the PRWA322 Grant & Proposal Writing course.

Please explain the rationale for choosing each professional certification:

Grant Writing is specifically addressed in the Professional Writing for Creative Arts curriculum; therefore students interested in beginning grant writing certification would have a foundation in place.

Please identify the single course or a sequence of courses that lead to each professional certification:

Courses that may help students obtain certification in grant writing would include: PRWA103 Foundations of Professional Writing, PRWA202 The Language of Business, PRWA322 Grant & Proposal Writing, INSA307 Introduction to Research, PRWA304 Communication in the Global Marketplace, PRWA302 The Editorial Process, PRWA307 Ethics in Professional, PRWA303 The Publication Process

Medical Writing Certification Commission

What are the professional certifications that exist for graduates of similar program(s)?

Offered by the American Medical Writers Association, the Medical Writing Certification Commission (MWCC), in collaboration with the American Medical Writers Association (AMWA), has developed the Medical Writer Certified (MWC™) credential that defines the scope of medical writing practice and distinguishes individuals in the field.

By becoming an MWC™, you can

- Give an employer or client increased confidence in your credibility and knowledge of medical writing.
- Show your commitment to continued professional development in the field of medical writing.
- Increase your marketability with opportunities for career advancement

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

While the Professional Writing does not address medical writing specifically, the completion of the Professional Writing for Creative Arts curriculum provides a solid foundation in professional writing and content creation. Foundational and technical writing courses in the curriculum will pave the way for further exploration of the medical writing field.

Please explain the rationale for choosing each professional certification:

Specific medical writing is not specifically addressed in the Professional Writing for Creative Arts curriculum although writing for the health professions is. Students interested in medical writing certification would have foundation business, ethics and technical writing skills in place.

Please identify the single course or a sequence of courses that lead to each professional certification:

Courses that may help students further explore medical writing would include: PRWA103 Foundations of Professional Writing, PRWA202 The Language of Business, PRWA222 Lifestyle Writing, INSA307 Introduction to Research, PRWA304 Communication in the Global Marketplace, PRWA302 The Editorial Process, PRWA307 Ethics in Professional, PRWA303 The Publication Process, PRWA322 Grant & Proposal Writing, PRWA402 Writing for Health, Science & Technology

In addition, a graduate may be interested in joining these professional organizations:

- American Society of Journalists and Authors- Founded in 1948, the American Society of Journalists and Authors is the nation's professional organization of independent nonfiction writers. Our membership consists of nearly 1,100 outstanding freelance writers of magazine articles, trade books, and many other forms of nonfiction writing, each of whom has met ASJA's exacting standards of professional achievement. ASJA offers extensive benefits and services focusing on professional development, including regular confidential market information, meetings with editors and others in the field, an exclusive referral service, seminars and workshops, discount services and, above all, the opportunity for members to explore professional issues and concerns with their peers.
- Nonfiction Authors Association- The NFAA is a professional organization dedicated to helping authors connect, exchange ideas and learn about book promotion opportunities. Their primary focus is on helping members with educational resources and community support for marketing non-fiction work.
- Association of Writers & Writing Programs- **AWP** provides support, advocacy, resources, and community to nearly 50,000 writers, 500 college and university creative writing programs, and 130 writers' conferences and centers. Our mission is to foster literary achievement, advance the art of writing as essential to a good education, and serve the makers, teachers, students, and readers of contemporary writing.
- Authors Guild — A professional organization for writers, great for keeping up with the changing face of the publishing industry and issues related to copyright protection.
- National Association of Independent Writers & Editors- NAIWE is a professional association for writers and editors dedicated to helping writers and editors understand how to create multiple streams of writing/editing income, understand emerging trends and technologies and build your professional network.
- National Writers Association- The National Writers Association Foundation exists to enhance the future of writers by fostering continuing education through awarding scholarships and providing no or low cost workshops and seminars. A non-profit organization, we provide education and an ethical resource for writers at all levels of experience.
- Small Publishers, Artists & Writers Network- The Small Publishers, Artists & Writers Network (SPAWN) provides information, resources and opportunities for anyone involved in or interested in publishing, whether they are an author, freelance writer, artist or own a publishing company.
- Society for Technical Communication- Its 14,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators - anyone whose work makes technical information available to those who need it.

Society membership provides opportunities for ongoing learning and professional networking. Through the efforts of a small, full-time staff and a large network of volunteers, STC promotes the public welfare by educating its members and industry about issues concerning technical communication.

- Society of Professional Journalists- Professional organization that focuses on helping journalists and writers grow their professional network, stay current with industry news, trends and information as well as working as an advocate for First Amendment rights in the writing community.
- International Women’s Writing Guild- The IWWG, founded in 1976, is a network for the personal and professional empowerment of women through writing and open to all regardless of portfolio. As such, it has established a remarkable record of achievement in the publishing world, as well as in circles where lifelong learning and personal transformation are valued for their own sake. The Guild nurtures and supports holistic thinking by recognizing the logic of the heart--the ability to perceive the subtle interconnections between people, events and emotions- alongside conventional logic.

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Professional Industry Standards/Best Practices

Does the program curriculum incorporate professional industry standard(s) and/or best practice(s)?

Yes

If so, please identify

The curriculum is developed utilizing:

- market research
- industry roundtables (moderated panels of subject matter experts and professionals)
- faculty assessment and feedback

Once developed and implemented, the curriculum continues to undergo review by industry professionals by the rolling three-year to five-year review cycle. Components of this review include, but are not limited to:

- analysis from graduate surveys
- analysis from employer surveys
- input from advisory board meetings
- feedback from industry professionals through career services interactions
- roundtable discussions that are part of the review process.

The specific professional industry standard(s) and/or best practice(s):

These have been incorporated into the entire curriculum, including but not limited to course objectives and software selection.

The organization or agency, from which the professional industry standard(s) and/or best practice(s) emanate:

The standards don’t emanate from a specific organization or agency. They emanate from professionals currently working in the industry.

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Program Accreditation

Does this program need specialized accreditation in order for a graduate to become licensed by the State or to earn a national professional certification, so graduates of this program can work in their profession or have substantially better prospects for employment?

No

If so, please identify the specialized accrediting agency:

This program does not need specialized accreditation.

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Transferability of Associate of Science Degrees

Since CHE/BPE policy reserves the Associate of Science designation for associate degrees whose credits apply toward meeting the requirements of a related baccalaureate degree, please answer the following questions:

Does a graduate of this A.S. degree program have the option to apply all or almost all of the credits to a related baccalaureate degree at your institution?

This is not an associate degree.

If so, please list the baccalaureate degree(s):

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Job Titles

List specific job titles and broad job categories that would be appropriate for a graduate of this program:

Writer, Content Specialist, Content Editor, Copywriter/Copyeditor, Freelance Writer, Proofreader, Communications Specialist, Web Editorial and Content Specialist, Content Strategist, Blogger, Online Communications Specialist, Content Creator, Script Supervisor, Content Editor, Social Media Content Strategist, Quest Designer, Interactive Story Designer, Narrative Designer