



UNIVERSITY OF LOUISIANA AT LAFAYETTE
DEPARTMENT OF ENGLISH

College of Liberal Arts

UL Professional Writing Program Handbook

Professionalization
21st century Writing
Composition @
social media minor new media online master's degree
virtual teaming technical writing
graduate certificate clear & concise visual design editing
bachelor's degree digital communication document design the University of
www.profwrite.com Louisiana at Lafayette

Table of Contents

About Us	1
Ways to Study Professional Writing.....	2
Careers for English Majors.....	3
Professional Writing Careers.....	4
Other Careers Worth Considering.....	5
Professional Writers Do More Than Just Write	6
Alumni Profiles of Successful English Graduates	7
Meet Copywriter Alyson Keenze	7
Meet Marketing Coordinator Cody Bourque	8
Meet Assistant Manager/Sales Associate Samantha Yrle	9
Meet Assistant Escrow Officer Michelle Noel	10
Meet Personal Banker Amanda Estrada.....	11
Meet Legal Assistant Anastasia Karelina	12
Professional Writing Program Outcomes	13
Professional Writing Competencies	14
Professional Writing Courses	15
Required Courses.....	15-16
Electives.....	17
Non-Professional Writing Electives To Take	18
Professional Writing Concentration Curriculum Overview.....	20
Overview of Concentration.....	20
Courses to Build Core Competencies.....	21
More About Professional Design Studio I and II	22
The Studio	23
More on Professional Design Studio II.....	24
Professional Writing Practicum/Internships.....	25
Mentored Internships.....	26
Minoring in Professional Writing.....	27
Meet Our Faculty	28
Before You Go	29
Additional References.....	30
List of Department Contacts	32

About the Program

The professional writing program at the University of Louisiana at Lafayette prepares you to face the challenges in the workplace as both a professional writer and communicator.

With several plans of study, the program offers you the opportunity to develop skills in writing, technology, and rhetoric, enabling you to become successful at communicating in professional contexts. Honing these skills prepares you to pursue work opportunities in areas such as marketing, technical writing, teaching, sales, and government.

Our Mission

The professional writing program seeks to create an environment that supports the use and development of effective professional communication practices. We create a professional writing community that transcends physical location, disciplinary boundaries, and professions.

We support this community by modeling and promoting our core beliefs:

- Documents should be written and designed to allow users to **access content efficiently**.
- Collaboration fosters learning and self-reflection, and leads to **creative solutions**.
- The changing workplace requires **adaptable writers** capable of applying their knowledge of writing, design, and technology to a variety of contexts.
- 21st-century professionals must be prepared to **collaborate** virtually and communicate effectively **across cultures**,
- Create **visual, textual, and aural media** for both print and online publication.



Ways to Study Professional Writing

1 **Bachelor of Arts** in **English** with a concentration in **Professional Writing**

If you major in English with a concentration in professional writing, you will learn to translate your “soft skills” (critical thinking, problem solving, empathy, interpersonal communication) to workplace contexts. The concentration prepares you for careers that depend on strong communication and writing skills, including technical and professional writing.

2 **Minor** in **Professional Writing**

If you minor in professional writing, you will learn to effectively communicate your content knowledge to different audiences. For STEM majors in particular, pairing a professional writing minor with a science, engineering, or technology degree will allow you to develop a diverse set of professional writing skills that can set you apart on the job market, especially if you are considering a career in technical writing.

3 **Master of Arts** in **English** with a concentration in **Professional Writing**

If you pursue an MA in English with a concentration in professional writing, you will develop the research and critical writing skills of a graduate student, as well as professional communication skills. The MA qualifies you for a position as a professional or technical writer. Additionally, if you take graduate courses in rhetoric and composition, you will be prepared to teach professional writing at community colleges and universities.

4 **Graduate Certificate** in **Professional Writing**

The Online Graduate Certificate in Professional Writing was designed for working professionals and recent graduates looking to make themselves competitive in the job market. The 15-credit hour graduate certificate qualifies you for a position as a professional or technical writer and provides you the opportunity to greatly enhance your writing, editing, and document design abilities. The program is designed to be an additional credential or enhancement, not a substitute for a graduate degree.

Careers for English Majors

If you pursue an English degree, you will have many opportunities to develop skills valued by employers. An English degree prepares you for a number of jobs by providing you with opportunities to develop core writing, research, analytical, oral communication, collaboration, project management, and critical thinking skills.



Employers expect English graduates to:

- be intellectually curious
- write well
- understand people and their motivations

UL Lafayette graduates with English degrees have successfully translated these skills into jobs and eventually careers. They report the following **skills** as most relevant to their jobs:

- Research
- Writing
- Editing
- Oral Communication
- Social Media
- Microsoft Office
- Leadership
- Teaching/Training
- Management
- Customer Service

Recent UL Lafayette Alumni with degrees in English are working in:

- Publishing
- Media and Communication
- Business and Industry
- Education
- Nonprofits
- Arts and Culture
- Government
- Sales and Marketing

Consider These Growing, Well-Paying Professional Writing Fields



Copywriting | \$51-80k per year

If you have a knack for telling persuasive stories, you could write the text of advertisements or publicity material. Copywriters work with marketers to craft product and brand messages. You could write compelling copy for brochures, catalogs, and websites.



Technical Writing | \$50-70k per year

If you can clearly and concisely explain complex information, you could be suited to be a technical writer. You could compose manuals, tutorials, website help sections, and other product or service-related documentation. Because technical writers must thoroughly understand the subject matter they write about, they are often candidates for sales and managerial positions.



Grant Writing | \$33-51k per year

If you are a good writer with strong research skills, you could be a grant writer for a non-profit organization you support. Grant writers explain to funding agents the impact increased resources will have on the organization and its mission. To prepare for a grant writing job, take courses in professional writing and grant writing.



UX Writing/Design | \$59-128k per year

If you have a knack for explaining things in simple terms, you would do well as a UX writer. UX writers write with the user's experience in mind. They are the "wordsmiths" on a team of designers, and like a poet, they must be attentive to every word they produce. Work as a content or technical writer can lead to a position as a UX writer.

Also Consider Careers in These Fields



Paralegal | \$52k per year

If you are detail-oriented and interested in the legal system, you may be suited for a position as a paralegal. Paralegals support lawyers by conducting research, filing paperwork, and reviewing documents. Many people work as paralegals before or while studying to become a lawyer.



Account Executive | \$39-60k per year

If you are organized and have good written and oral communication skills, you could be suited to work in sales or client relations. Account Executive is one of the most common job titles in the sales field. Account Executives often identify potential clients and manage relationships with current ones.



Social Media Coordinator | \$46k per year

If you are a skilled writer and designer, you could create social media campaigns for an organization. Social Media Coordinators support an organization's mission by creating compelling content for social media channels. You might create a social media plan, write and design social media posts, manage multiple social media accounts, and analyze the results of your efforts.



Communications Officer | \$51k per year

If you can write persuasively and have good oral communication skills, you could be a communication officer for government officials. Government offices need writers and communication specialists to write press releases, develop messages, prepare presentations, and write speeches. You could get started as a communications officer by taking a temporary position in local government or with a political candidate.

Professional Writers Do More Than Just Write

What does a technical/professional writer do? Of course they write, but writing is, at most, 1/3 of the job.

At a minimum, a professional writer is typically tasked with performing the following for a majority of their writing projects:

- **Analyzing** project requirements, resources, and rhetorical contexts.
- **Researching** the information they need using a variety of methods, including observation, interviews, and archival research.
- **Designing** the information and documents, including creating visual elements.
- **Writing** traditional documents like reports, but also composing multimedia and visual documents that can be shared on the Internet.
- **Editing** documents as part of a development process.
- **Publishing** digital and print media in multiple platforms.

To do these tasks well, professional writers need to be able to work with other people well and need to have a combination of strong writing, problem-solving, and project management skills.



Our Successful Graduates: Meet Alyson Keenze

Job Title: Marketing Copywriter

Major: English

Concentration: Professional Writing

Minor: History

Internship: Marketing Intern at Stuller

“Transitioning from being a student to intern to full-time copywriter couldn’t have been smoother. UL’s English program gave me the foundation for career success as well as paved the way for me to acquire freelance clients and learn new skills, such as coding, editing, and design.

My courses (particularly the online courses with Dr. Gonzales) that required more independent work readied me for the professional workplace, where I put into practice things such as professional etiquette, project and time management, working with a diverse team, and completing work according to client specifications rather than my own.

When I moved into my full-time position in 2018, all the responsibilities and work I had as an intern increased dramatically — which is really saying something, because as an intern, I learned and experienced a lot. I thank the English department every day for putting me in a position to make all this possible. Once you’re on the inside and have that real-world experience, the possibilities are quite literally endless, and I couldn’t be more excited to see where my English degree and upcoming graduate degree take me.”



“—My internship officially ended, but I did freelance work for the company until a full-time position opened up. I was hired as the senior copywriter.”

Our Successful Graduates: Meet Cody Bourque



“—Everyday I’m working to create something new for our company. I’m able to do so, because I was constantly being pushed to think outside of my comfort zone with my writing while I was in the English Program.”

Job Title: Marketing Coordinator

Major: English

Concentration: Professional Writing

Cody is working here in Lafayette at Pneumatic and Hydraulic Company (Industrial Supplies Company) as their Marketing Coordinator.

His job consists of creating educational and marketing content, planning content to better the company’s SEO (search engine optimization), managing the company’s social media platforms, and searching government databases for new projects. He values his English degree because it helped him to fully develop his writing, creativity, and critical thinking skills.

“Every day, I’m working to create something new for our company,” Cody explains. “I’m constantly writing. I’m able to do so, because I was constantly being pushed to think outside of my comfort zone with my writing while I was in the English Program.”

Cody points out that English majors have to be willing to take advantage of different types of job opportunities. He recommends that career starters “take a few risks, because even if they don’t work out, the experience you gain along the way is what could help you land your dream job.”

Our Successful Graduates: Meet Samantha Yrle

Job Title: Assistant Manager/Sales Consultant

Major: English

Concentration: Professional Writing

"I am currently an Assistant Manager/ Sales Consultant at a local wine retailer called Martin Wine Cellar. There are five locations in New Orleans, Metairie, Baton Rouge and Mandeville.

I love my job at Martins and I couldn't ask for a more rewarding job. I am continuously educating myself on wine by visiting vineyards, reading books, and seeking advice from my supervisors.

I thought it would be difficult to find a career post-graduation. I started as a part-time cashier at Martin's about 2 months after graduation.

Shortly after starting at Martin's, I was offered a job at a local insurance agency, which was offering more money than my part-time cashing gig, so I left Martin's and was working at TWFG insurance full-time but was not happy there.

I worked at TWFG for about 6 months when I learned of the hybrid position of Assistant Manager/ Sales Consultant. They hired me because I had a degree and because I was familiar with the company workings.

I think it's great to spread the word to other English majors and to reassure them that they can develop a career in almost any field simply by having a degree and knowing how to communicate well."



"—English majors can develop a career in almost any field simply by having a degree and knowing how to communicate well."

Our Successful Graduates: Meet Michelle Noel



“—My employer was very excited to have someone with writing skills.”

Job Title: Assistant Escrow Officer

Major: English

Concentration: Professional Writing

Michelle Noel is working here in Lafayette as an Assistant Escrow Officer at Standard Title, LLC (Financial Services Industry). Her work includes communicating with clients and company contacts, editing legal documents, creating marketing materials, and proofreading documents.

She wrote content for the company’s website. She cites the writing skills and professionalism she learned as an English major as keys to developing a successful career. She is happy to have a job where she gets to write every day.

“My current employer was very excited to have someone with writing skills because he does not have the time to do all of the writing he would like to for this business,” she said. Michelle recommends that “future Professional Writers write on their own, start contract writing while they are still in school, or try to be published anywhere.”

Michelle’s experience as a writer helped her land the job at Standard Title. She explained, “my boss was very excited that I had plenty of experience using WordPress for a personal blog, because our website is powered by WordPress.”

She learned that “any experience is helpful, even when it seems as unimportant as a little blog written for fun.”

Our Successful Graduates: Meet Amanda Estrada

Job Title: Personal Banker

Major: English

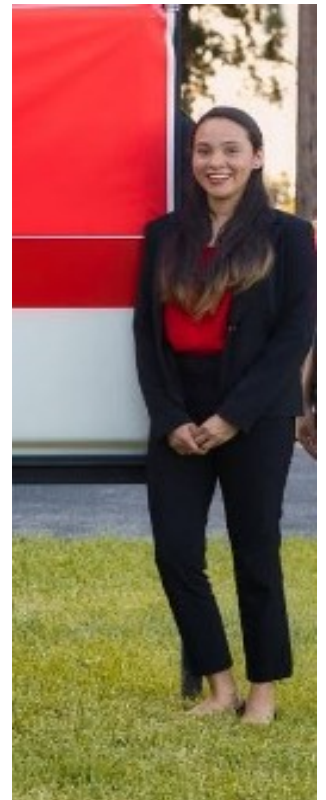
Concentration: Professional Writing

"I just started at South Star Bank as a Personal Banker after working for an independent State Farm Agent (Insurance Agency) as an office manager and obtaining my Property and Casualty & Life and Health License in Texas back in July. I moved to Austin in January 2019 and transferred with JP Morgan Chase, but was looking for a job that would support my interests outside of work.

In November, I was hired on at a community bank that believes in a lot of community involvement in order to grow their business. Majoring in English, I learned a lot about marketing and communication, which helped me with the roles I've held since I graduated in 2017.

As an English Major, you build a portfolio and resume and learn how to market yourself. I continue to build my portfolio by attempting to publish my own personal work while also using the knowledge I've gained in my day-to-day job operations.

Studying English prepared me to thrive in any job because it challenged me to be a forward thinker and to analyze everything. Banking is a lot of making sure things follow a structure similar to an English essay in order to comply with Federal Regulations. My time at UL Lafayette helped me develop interests and knowledge in a wide array of areas, making me a versatile job candidate."



"— Majoring in English, I learned a lot about marketing and communication, which helped me with the roles I've held since I graduated in 2017."

Our Successful Graduates: Meet Anastasia Karelina



Job Title: Legal Assistant

Major: English

Internship: Fugro

Anastasia is working at an intellectual property law firm, Roy Kiesel Ford Doody and North, as a legal assistant. Her work mostly includes drafting legal documents, correspondence to clients, and filing trademark and patent applications with the United States Patent and Trademark Office.

One skill she learned in her English courses was to be very detail-oriented, which she says is a critical skill required for her job. During her senior year, she interned as a technical writer for an oil and gas company in Broussard.

During the internship, Anastasia realized all the opportunities available to English majors: “working as a technical writer made me realize that there are so many different avenues you can go with an English degree. It excited and encouraged me for the future.”

“Working as a technical writer made me realize that there are so many different avenues you can go with an English degree. It excited and encouraged me for the future”

Professional Writing Program Outcomes



After graduation, you should be able to:



Analyze a situation, create solutions, and develop a strategy to complete a project.



Identify appropriate research methods; design and conduct research; and integrate relevant findings into documents.



Employ design principles; use design tools and technologies to create effective documents; and analyze document design features.



Write clear, concise, and complete documents with content and features that align with a defined purpose; and analyze documents and writing processes.



Utilize editing techniques, skills, and tools to prepare documents for publication.



Apply knowledge of digital and print publishing mediums, technologies, and best practices to disseminate documents.

Professional Writing Competencies

Through the professional writing program, you will develop the competencies or knowledge, skills, and abilities to be a successful workplace writer. You will learn about professional writing, and develop workplace and technical skills and abilities. These include core competencies taught in required courses and competencies students can develop through elective and internship opportunities. Core competencies are discussed below:

Professional Writing Knowledge

- **Research:** knowledge of a variety of research tools, technologies, and methods.
- **Writing:** knowledge of a variety of genres, writing theories, and processes.
- **Design:** knowledge of design theories, principles, and best practices.
- **Digital Publishing:** knowledge of various publishing media, platforms, and technologies.

Workplace Skills and Abilities

- **Writing Skills:** ability to effectively communicate in writing and **critique** documents and writing processes.
- **Design Skills:** ability to organize information, create appealing documents, and **critique** document designs.
- **Teamwork:** ability to work cooperatively with others and perform on a team.
- **Flexible Thinking:** ability to effectively adapt to a variety of situations, individuals, or groups.

Technical Skills and Abilities

- **Writing Tools and Technologies:** ability to produce professional documents using different authoring tools.
- **Presentation Technologies:** ability to design informative/persuasive presentations with presentation software.
- **Digital Publishing Technologies:** ability to deliver content over the Internet using various publishing tools.

Note: If you would like to learn more about competencies gained from internship or elective opportunities, see page 30.



Professional Writing Courses

Our professional writing courses aim to instruct you on the fundamentals of writing and communicating professionally in the workplace and to provide you opportunities where you may put those competencies into practice. Read more about our course offerings below:

Course Name	Description	Semester Availability	Credit Hours
Required Courses			
Advanced Writing (choose one Advanced Writing course from the following: ENGL (356/357/358/359/360))	A discipline-specific advanced writing course with a focus on rhetorical awareness and critical thinking. Topics covered typically include writing for business, the social sciences, education, or academia.	Offered every semester	3
Technical Writing (ENGL 365)	In this course, students learn to write practical documents in a range of professional writing genres, which may include proposals, resumes, step-by-step instructions, progress reports, video presentations and cover letters.	Offered every semester.	3
Honors Technical Writing (ENGL 366) (replaces ENGL 365)	This online course (offered to students in UL's Honors Program) prepares students for future workplace writing situations. Students will learn to write and design practical documents in a range of genres.	Spring	3

Required Courses (cont.)

Professional Writing Practicum (internship course) (ENGL 463)	In this course, students practice their technical and professional writing skills through an internship with an on or off-campus organization.	Fall, Spring	3
--	--	-----------------	---

Learn more about this course on page 25.

Professional Writing (ENGL 472)	This online course prepares students for professional writing situations. The project-based course focuses on the analysis of professional writing contexts and the creation of documents for businesses and/or community groups. Students will produce a range of documents, which could include standard operating policies and procedures, feasibility reports, handbooks, and business proposals.	Fall	3
--	---	------	---

Professional Design Studio I (ENGL 480)	In this course, students learn professional development strategies for future workplace writing situations and work on writing projects for campus clients under the mentorship of a faculty member.	Fall, Spring	1
--	--	-----------------	---

Learn more about this course on page 22.

Professional Design Studio II (ENGL 481)	This course serves as the second part of ENGL 480, where students prepare for their transition into the workplace or graduate school under the guidance of a faculty mentor.	Fall, Spring	2
---	--	-----------------	---

Learn more about this course on pages 22 & 24.

Professional Writing Electives

Special Projects in Professional Writing (ENGL 462)	These courses focus on relevant professional writing topics and vary every spring semester. In past semesters, we have offered courses in grant writing, publishing, and media fact-checking.	Spring	3
Professional Editing (ENGL 473)	Introduces students to the principles of editing and publication.	Varies	3
Document Design (ENGL 474)	This online professional writing course introduces students to document design. Students will learn principles and theories of document design and use this knowledge to analyze and design documents—such as flyers, handbooks, or social media posts—that are both easy to access and visually appealing to their intended audience(s).	Varies	3

Non-Professional Writing Electives You Can Take With Our Curriculum

Course Name	Description
Industrial/Organizational Psychology (PSYCH 310)	In this course, students learn about the use of psychological principles in business, emphasizing employee selection, training, and productivity, as well as business organization and practices.
Writing for Communication (CMCN 212)	Professional writing for communication media including grammar, spelling, punctuation, Associated Press style, writing on deadline, journalism, broadcasting, advertising, public relations, online media, resume writing, and media law and ethics.
Principles of Strategic Communication (CMCN 220)	In this course, students will learn about the development and current state of advertising, public relations, and organizational communication; about creative, planning, and management strategies; and about legal and ethical issues in these fields.
Principles of Organized Communication (CMCN 301)	In this course, students will learn about communication systems, flow, climate, leadership, work control systems, networks, performance enhancement, and evaluation in formal organizations.
Leadership Communication (CMCN 307)	In this course, students will learn about communication's role in serving, teamwork, diversity, problem solving, vision, influence, change management, relationships, goal setting, and growth.
Interview Theory and Technique (CMCN 309)	In this course, students will learn about interviews as communication transactions; they will conduct and synthesize information from varying formats, such as journalistic interviews, personal interviews, and symposium interviews.
Public Speaking (CMCN 310)	In this course, students will learn about theories in public speaking and put them into practice for the preparation and delivery of speeches and professional presentations.

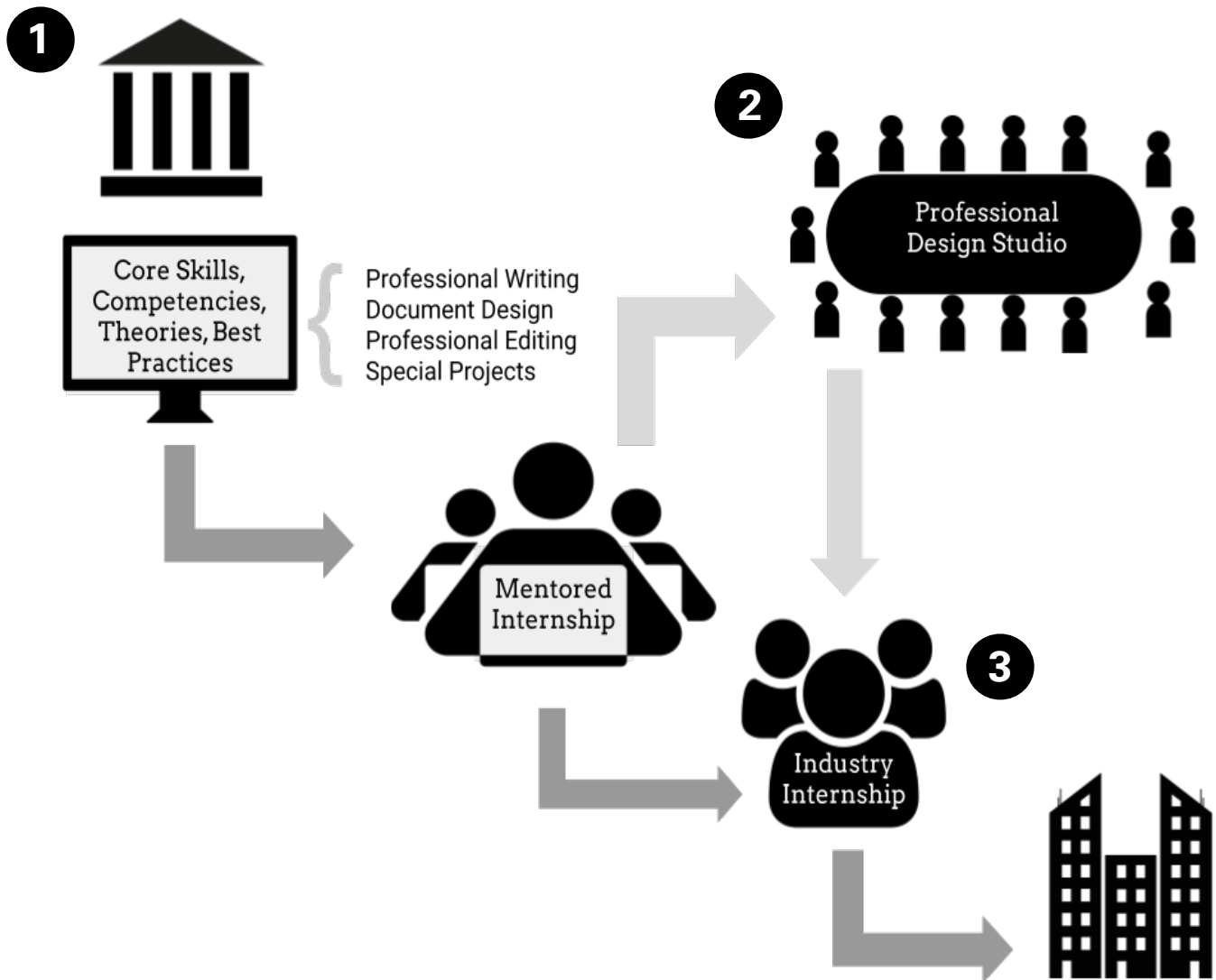
Non-Professional Writing Electives (cont.)

Course Name	Description
Principles of Public Relations (CMCN 320)	In this course, students will learn about public relations for profit and not-for-profit organizations, as well as the development of the profession, ethical and legal responsibilities, career opportunities, and relationships between public relations and management, including strategic planning.
Advertising Strategy & Practice (CMCN 330)	Examines advertising history, theory, ethics and professional fields, strategies, and techniques including digital, social, and traditional media forms. The course also discusses strategic planning, formative and evaluation research, creative processes, and media relations/selection.
Visual Communication I (CMCN 335)	In this course, students will learn about theories and technologies and gain skills relating to visual communication in print media, including publishing software for page layout, design, illustration, and photo editing.
Scriptwriting (CMCN 352)	This course introduces students to scriptwriting techniques for motion pictures, television, radio, and other electronic media. The course explores the unique capabilities of media, and stresses development of creativity while balancing aesthetic, economic, and production considerations.
Advanced Writing for Business (ENGL 357)	In this course, students improve their research and writing skills for a business context. They will learn how to customize their writing for particular audiences, purposes, and situations; how to read, analyze, and write good arguments; how to present information in writing and orally; and how to create job search materials.

Professional Writing Concentration Curriculum Overview

If you follow our professional writing concentration curriculum, you will be prepared for careers that depend on strong communication and writing skills, including technical and professional writing. You will gain these competencies by

- participating in on or off-campus internships,
- taking our professional writing courses, and
- working with clients on writing projects in your junior or senior year.



Concentration Curriculum Overview: Courses to Build Core Competencies



You will begin to develop the competencies you need to become a successful professional writer and communicator by taking a number of our professional writing courses. The courses below are divided based on the time frame in which you are generally expected to enroll in them:

Junior Year

- Advanced Writing (ENGL 356/357/358/359/360)
- Technical Writing (ENGL 365)
- Professional Writing (ENGL 472)

Senior Year

- Special Projects in Professional Writing (ENGL 462)
- Professional Editing (ENGL 473)
- Document Design (ENGL 474)

Note: Learn more about these courses on pages 15-17.

Concentration Curriculum Overview: More About Professional Design Studio I and II



Professional Design Studio I (ENGL 480) and **Professional Design Studio II** (ENGL 481) are studio courses that allow you to chart your own learning pathway as a professional writer.

Professional Design Studio I (ENGL 480) is an introduction to professional writing that prepares you to get the most out of your professional writing courses and to develop the skills and competencies necessary to create a professional portfolio.

In this course, you will plan your online professional writing portfolio, develop strategies to take advantage of the writing opportunities available to you, and collaborate with other students to complete writing projects for clients.

In a previous semester, for example, students worked with the **UL Writing Center** to develop promotional materials such as flyers and social media posts to advertise their services. In helping the **UL Writing Center** on this project, students practiced a number of key professional writing skills, such as

- research,
- critical thinking,
- document design,
- collaboration, and
- project management.

Once you complete ENGL 480, you will be prepared to pursue workplace writing experiences on or off campus. For on-campus opportunities in particular, you will have the opportunity to work on projects in **The Studio**, a professional facility/workspace we discuss in more detail on the next page.

Note: We will discuss **ENGL 481** on page 24.

THE STUDIO



Purpose

Located in H. L. Griffin Hall, **The Studio** is a high-tech, 21st-century workspace for you to learn, create, prosper, and transition from student to professional. Here, you can work on and complete solo or collaborative projects for clients, including local non-profits and UL programs.

Features

- Professional Writing, Moving Image Arts, and Publications stations
- Printer
- Central conference table-reconfigurable for smaller groups
- Lounge area
- Adobe Creative Cloud on all computer stations, with some stations also including MS Visio, MS Project, and Adobe Technical Writing Suite

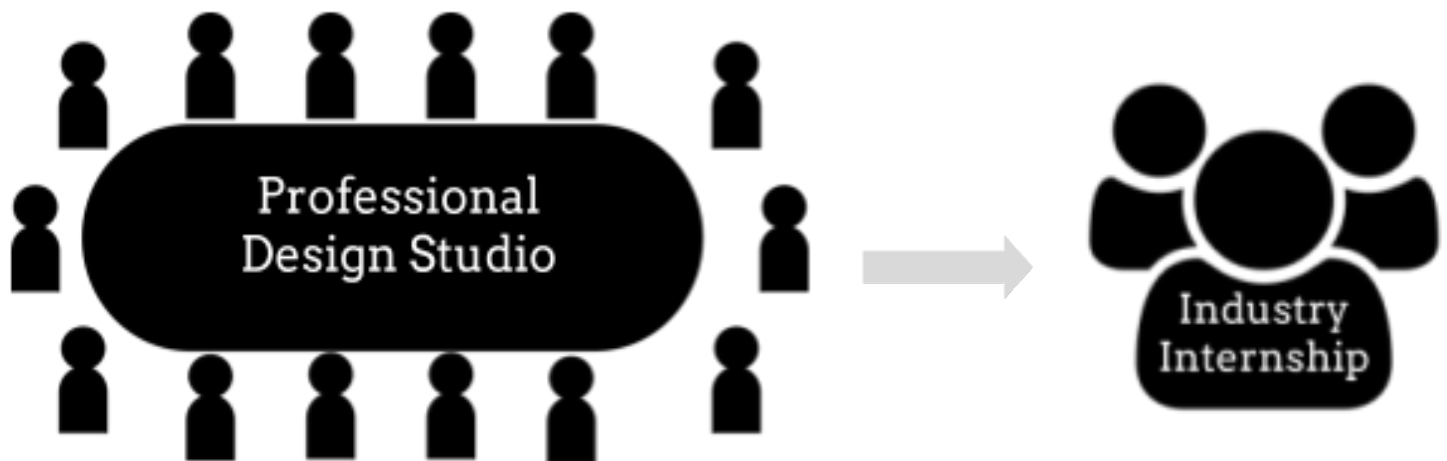
Who Gets to Use The Studio?

You may access this facility while you are taking ENGL 480 or 481 or if you decide to work as an editor or designer for journals affiliated with the English Department, including *Rougarou* and *Southwestern Review*.

Location and Hours

Open from 7am-9pm, Monday – Friday in H.L. Griffin Hall Room 143.

Concentration Curriculum Overview: More On Professional Design Studio II



You will take **Professional Design Studio II** (ENGL 481) following ENGL 480. In **ENGL 481**, you will prepare for your transition either into the workplace or possibly graduate school (maybe both).

In doing so, you will

- learn about various salient workplace topics to be aware of,
- prepare the documentation needed for the workplace and potentially grad school, and
- finalize your professional writing portfolio, compiling the documents you feel demonstrate your talents and competencies as a professional writer and communicator.

Before, or while taking ENGL 481, part of your transition from student to professional will involve you being responsible for finding any internship opportunities either on or off campus, where you can work as a writer or editor and build upon your professional writing and communication skills.

The work you do for this internship will serve as credit for **Professional Writing Practicum** (ENGL 463), an internship course you will enroll in your senior year to receive credit for your internship experience.

We discuss **ENGL 463** in more detail on the next page.

Concentration Curriculum Overview: Professional Writing Practicum/Internships



Professional Writing Practicum (ENGL 463) is an internship course you will take during your senior year. In this course, you will perform work for any internship opportunities you can find on or off campus.

Please know that we **STRONGLY** recommend that you find internship opportunities outside of campus so that you can gain valuable writing or editing experience that you would not normally be able to get in a campus environment.

In the past, students were able to find work outside of campus all on their own with respectable companies and organizations both inside and outside of Louisiana.

For example, in one semester, one of our graduates, Nicholas Kiburz, found an internship with **General Atomics Aeronautical Systems** (GA-ASI), a reputable aerospace company located in San Diego, Ca, and got to work as a **technical writer/editor**. Nick had a successful work experience and happily reported gaining the valuable skills needed to become a successful technical writer.

In another semester, one of our graduates, Ethan Eddy, was able to find work producing documents for the **Rayne Chamber of Commerce** in Rayne, Louisiana as a **content writer**. The Chamber was happy with the work Ethan did and Ethan happily reported that he was interested in doing similar writing jobs for his community sometime in the future after learning what it felt like to work in an organization outside of campus.

If you cannot find any internship opportunities outside of campus, we will try to work with you to find work with different departments and programs on campus. We call these on-campus internships “**mentored internships**,” which you can learn about in more detail on the **next page**.

Concentration Curriculum Overview:

Mentored Internships



If you have trouble finding internship opportunities off campus to receive credit for **Professional Writing Practicum** (ENGL 463), our faculty will try to help you find work with different programs and organizations on campus. We refer to these on-campus internships as **mentored internships**, as you will work under the guidance of a **faculty mentor** to complete writing projects for UL Lafayette departments or programs.

These internships are a key feature of the Professional Writing program, aligning with our mission to prepare you to successfully perform research, design, writing, editing, and publishing tasks in a workplace. Much like work with off-campus internships, you will have the opportunity to apply professional writing knowledge and skills and grow as a professional writer from the experience.

Below are some examples of clients students have worked with to complete projects as part of their mentored internships in the past:

- UL Writing Center
- College of Nursing
- UL English Department
- UL Press
- UL Quality Enhancement Plan (QEP) Implementation Team

Ultimately, these mentored internships are an opportunity for you to develop the competencies you need as a professional writer and communicator to succeed in the workplace. If you would like an example of the responsibilities that typically come with one of our mentored internships, see page 32.

Minoring in Professional Writing

If you decide to minor in professional writing, you will learn to effectively communicate your content knowledge to different audiences. Know that if you are pursuing a degree in science, engineering, or technology, you will develop a diverse set of professional writing skills that will set you apart on the job market, which include skills such as problem-solving, oral and written communication, research, and project management.

While pursuing the minor, you should take at least (9) hours of our professional writing courses and must take (9) hours of non-English professional courses from the lists below (refer to pages 15-17 for more details on professional writing courses and pages 18-19 for more details on non-professional writing courses):

Professional Writing Courses

Course Name	Course #
Technical Writing	ENGL 365
Honors Technical Writing	ENGL 366
Special Projects in Professional Writing	ENGL 462
Professional Writing	ENGL 472
Document Design	ENGL 474
Professional Writing Practicum/Internship	ENGL 463

Non-Professional Writing Courses

Course name	Course #
Industrial/Organizational Psychology	PSYCH 310
Writing in Communication	CMCN 212
Principles of Strategic Communication	CMCN 220
Principles of Organizational Communication	CMCN 301
Leadership Communication	CMCN 307
Interview Theory and Technique	CMCN 309
Principles of Public Relations	CMCN 320
Advertising Strategy & Practice	CMCN 330
Visual Communication I	CMCN 335
Scriptwriting	CMCN 352

Meet Our Faculty



Dr. Randy Gonzales developed UL Lafayette's professional writing program. He is the program director and teaches Professional Design Studio, Professional Editing, Document Design, and Special Projects in Professional Writing. He graduated with an MA in English with a concentration in Creative Writing from UL Lafayette and a PhD in English from the University of Southern Mississippi. He taught abroad for 14 years, teaching in language schools and universities in Korea, Japan, and the United Arab Emirates. As a professional writer, he has written web content for small businesses, reports for the University, and public scholarship for Filipino American community organizations in Louisiana.



Dr. Shelly M. Leroy, Master Instructor, has a Master of Arts degree in English with a concentration in Scientific and Technical Communication from Bowling Green State University (Ohio) and has been teaching at UL since 2004. She is a Certified Online Teacher and a Certified Course Designer and has been teaching online courses since 2012. Dr. Leroy's academic background is in online document design, technical editing, usability, and content and project management. She also coordinates the English Department's Internship program and advises both undergraduate and graduate students on career preparation.



Dr. Taylor Clement joined the faculty at UL Lafayette in 2019 and teaches classes in technical and professional writing, grant writing, and media literacy. She graduated with a PhD from the English and Text Technologies program at Florida State University in 2018. She studies genre, media, information design, and the history of technical writing. Her professional writing interests include U.S. Plain Language Guidelines, User Experience Design, and writing for community non-profits.

Before You Go

Thank you for considering professional writing at UL Lafayette. Beyond this page are additional reference materials mentioned previously in the handbook. We hope you will consider pursuing one of the many plans of study available for our program!



Note: For additional questions about the professional writing program, contact Dr. Randy Gonzales at rg@louisiana.edu.

Reference #1: Professional Competency Framework

Professional Writing Knowledge	Workplace Skills & Abilities	Technical Skills & Abilities	
Research: knowledge of a variety of research tools, technologies, and methods.	Writing Skills: ability to effectively communicate in writing, and critique documents and writing processes.	Ability to use writing tools and technologies to produce professional documents.	Core
Writing: knowledge of a variety of genres, writing theories, and processes.	Design Skills: ability to organize information, create appealing documents, and critique documents designs.	Ability to use presentation technologies to design informative/persuasive presentations.	
Design: knowledge of design theories, principles, and best practices.	Teamwork: ability to work cooperatively with others and perform on a team.	Ability to use digital publishing technologies to deliver content over the Internet.	
Digital Publishing: knowledge of various publishing media, platforms, and technologies.	Flexible Thinking: ability to effectively adapt to a variety of situations, individuals or groups.	Ability to use design tools and technologies to produce professional documents.	Opportunities
Print Publishing: knowledge of print genres, processes, and technologies.	Analytical Thinking: ability to identify patterns across situations, and to identify issues in complex situations.	Ability to use multimedia tools and technologies to create digital documents.	
Editing: knowledge of editing terminology, roles, and processes.	Creativity: ability to generate new ideas and solve problems creatively.	Ability to use technical communication technologies to create complex structured documents.	
	Project Management: ability to coordinate projects, monitor progress, and manage multiple projects.	Ability to use project management technologies to organize projects.	

Reference #2: Sample Mentored Internship Job Description

QEP Digital Content Intern

The UL Lafayette QEP Implementation Team is looking for two Digital Content Interns to join the Advance website team. If you love creating high-quality and engaging website content, we want you on our team!

The Advance website supports the University's Quality Enhancement Plan (QEP), a plan created as part of the SACSCOC accreditation process. The Advance website promotes the University's QEP, Advance Student Research Experience, introducing the University community to a new undergraduate research initiative.

As a **Digital Content Intern**, you will be responsible for helping to develop and implement website and social media content strategies. As a Digital Content Intern, you will

- Conduct research to become knowledgeable about the content you will deliver.
- Update website content pages in accordance with the UL Lafayette style guides.
- Create various types of web and other online content such as infographics, guides, blog posts, etc.
- Edit content for publication-readiness, including clarity, spelling, grammar, punctuation and style. Content must adhere to UL Lafayette style guides.
- Create social media posts that target a range of audiences, including faculty and staff, alumni, and students.
- Coordinate with UL Lafayette social media content providers to post content.
- Manage and develop blogging strategy for the Advance website.
- Attend weekly meetings in The Studio, Griffin # 143.

Work Period: September 3, 2019 - February 29, 2020,

Salary: One-time \$500 stipend paid February 2020

Have More Questions? Refer to Our Contact List Below

Questions about the professional writing program:

Randy Gonzales, Ph.D.
(337)-482-5486
rg@louisiana.edu

Questions about the internship program:

Shelly M. Leroy, M.A.
(337) 482-6921
shelly.leroy@louisiana.edu

All other questions:

Department of English
337-482-6906
english@louisiana.edu



UNIVERSITY OF LOUISIANA AT LAFAYETTE
DEPARTMENT OF ENGLISH
College of Liberal Arts