



BUSINESS & TECHNICAL COMMUNICATIONS CERTIFICATE

A self-paced, online program from UW-Milwaukee

Now available in the UW Flexible Option format, the Business and Technical Communications Certificate offered through the UW-Milwaukee College of Letters & Science provides a curriculum that enables students to develop exceptionally strong writing and communication skills. In today's uncertain economy, it is more important than ever for workers to be multi-skilled and flexible in their professional areas. The Business and Technical Communications Certificate combines an innovative approach with practical skills in writing, research, communication, and technologies that enable students to improve their skills in a broad range of contexts.

Self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college credential, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your credential without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using existing knowledge.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a credential from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced certificate program is ideally suited for:

- » Individuals who wish to develop strong written communication skills
- » Students who seek professional training and education to advance their careers
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin credential



Find out if the Flexible Option is right for you

Take the Flex Fit self-evaluation—a free online survey designed to help you and a Flex enrollment adviser determine whether a Flexible Option program is a good fit for you. Visit flex.wisconsin.edu.

Gainful Employment

The Business & Technical Communications Certificate is subject to gainful employment regulations. Visit flex.wisconsin.edu/BusinessandTechnical-CommunicationsCertificate/Gedt.html for Gainful Employment Certificate Disclosure Information related to this program.

Areas of Study

You will develop competencies in communication that are critical to a wide range of contemporary jobs and organizations:

- » Business and technical communication
- » Strategic writing skills
- » Organizational leadership skills
- » Information design
- » Project management

COMPETENCY SETS

English 206X—Intro to Business and Technical Communication

- » Assess and address rhetorical situations
- » Write clearly for audience, purpose, and content
- » Demonstrate effective self-presentation skills
- » Master professional and technical genres

English 435X—Advanced Business and Technical Communication

- » Master all phases of document life cycles
- » Demonstrate skill in researching business cases
- » Master document testing
- » Demonstrate advanced writing and presenting skills

English 428X—Strategic Writing for Organizations

- » Understanding crisis communication
- » Apply theories of strategic communication planning
- » Manage stakeholders and organizational issues
- » Develop communications plans for organizations

English 439X—Information Design

- » Analyze and critique information designs
- » Design effective graphics, tables, and other visuals
- » Design effective interfaces and documents
- » Design effective information architectures

English 429X—Technical Communications and Organizational Leadership

- » Analyze group processes from the perspective of a member and a leader
- » Demonstrate understanding of specific audiences and message design choices
- » Describe effective and efficient collaboration relative to writing projects
- » Explain how conflict-resolution strategies apply to the technical communication process

English 437X—Project Management

- » Master project definition and analysis
- » Master project scheduling
- » Master strategies for project control
- » Master leadership and team management

About the UWM College of Letters & Science

The competencies and assessments for this certificate were developed by the English department at the UW-Milwaukee College of Letters & Science. The department offers programs emphasizing outstanding research scholarship and innovative pedagogy in literature and cultural theory; rhetoric and composition; creative writing; professional writing; and media, cinema, and digital studies.

NEXT STEPS

Take the Flex Fit self-evaluation—a self-paced, online survey designed to help you and a UW Flexible Option enrollment adviser find out if this innovative educational format is the right fit for you. There is no cost for taking the Flex Fit, and no obligation.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



**A UNIVERSITY OF
WISCONSIN DEGREE**
on your busy schedule?

NOW, it's an option.



UW flexible option
UNIVERSITY OF WISCONSIN SYSTEM

flex.wisconsin.edu

Would you like to earn a UW degree,
but don't have time for classes?

Have you considered taking courses online,
but worry about quality, credibility, and cost?

Do you have significant skills and knowledge
gained through prior education or work
experience?



THEN THE
UW Flexible Option
WAS MADE FOR YOU!

With the UW Flexible Option, you can:



Earn credit for what
you know (no matter
where you learned it)



Advance at your own pace



Start and stop your
studies when you want



Test when you are ready



Graduate with the skills
employers value

IT'S TIME to flex your **POTENTIAL**

You're smart. Hardworking. You have the potential to go far.
But without a college degree, it's not easy to get ahead. You'd like
to go back to school, but between work and family, how would you
make it fit?

Introducing the **University of Wisconsin Flexible Option**—a more
personalized, convenient, and affordable way to reach your education
and career goals.

Take control of your education

A partnership between University of Wisconsin System campuses and
UW-Extension, the UW Flexible Option is specially designed to fit the
lives of working adults like you.

Its self-paced, competency-based format lets you start any month,
work at your pace, and earn credit for what you already know. With the
Flexible Option, you don't come to campus and you'll never spend time
or money taking courses you don't need.

At last, you can earn the University of Wisconsin degree you need to
advance your career—whenever and wherever your schedule allows!

TURN THE PAGE

to see how the UW Flexible Option
lets you earn a respected degree
at a pace that fits your life.

COMPETENCY-BASED EDUCATION

IT'S WHAT YOU KNOW

that counts

The University of Wisconsin Flexible Option offers a new way to earn a UW degree or certificate because it awards credit based on competency, not class time. This special difference puts you in control of your education as never before.

In education, the term *competency* refers to the skills, knowledge, attitudes, and abilities that students are expected to master in a field of study. In other words, competencies are learning outcomes—the things you should know and be able to do.

The idea of competencies is not unique to the UW Flexible Option. What is unique is the Flexible Option's competency-based format. Unlike traditional degree programs, the Flexible Option lets you earn credit based on how well you've mastered the competencies that are essential to your chosen degree—not on the number of hours you've spent in a classroom.

Learn at your own pace . . .

By emphasizing competency over credit hours, the UW Flex Option lets you advance toward a UW degree at a pace you decide. As soon as

you can pass an assessment that proves you have mastered a competency—whether it's a test, thesis paper, interview, or hands-on demonstration—you can move on to the next competency and assessment.

. . . and earn credit for what you already know.

A major benefit of competency-based education is that it allows you to draw upon existing knowledge to make progress toward your degree. It doesn't matter where you gained your knowledge—from prior courses, work experience, military training, or other experiences. If you know it, you can use it to pass assessments more quickly—and potentially accelerate your time to graduation.

ACCREDITED PROGRAMS ARE

FLEXIBLE & focused on you

The UW Flexible Option puts you at the center of your college education. Its competency-based format gives you the freedom and tools to earn a respected University of Wisconsin degree at your own pace, whenever and wherever your schedule allows.

Start and stop studies when you want

- » Begin any month
- » Study when and where it's convenient
- » Take breaks when you need to

Advance at your own pace

- » Make progress by passing assessments
- » Accelerate your time to graduation
- » Take more time if you need it

Test when you're ready

- » Take practice assessments
- » Prepare using quality learning resources

Earn credit for what you know

- » Complete assessments using existing knowledge
- » Never spend time or money taking courses you don't need

Get support from an Academic Success Coach

- » Create a personalized learning plan
- » Get help preparing for assessments
- » Plan a schedule that's right for you

Master essential competencies

- » Gain real-world skills
- » Prove your knowledge through rigorous assessments
- » Be prepared to succeed in the workplace

Graduate with a genuine UW credential

- » Receive your degree from a partnering UW System institution
- » UW Flex Option degrees are the same degrees offered by traditional programs

Master the skills employers value

A degree is only as good as the education behind it. That's why distinguished UW faculty draw upon the latest standards in business and industry to identify the essential competencies required for graduation. This ensures that UW Flexible Option students are equipped with the knowledge and skills employers want and need.



move forward **AT YOUR OWN PACE**

WITH HELP FROM A PERSONAL SUCCESS COACH

Earning a UW degree through the Flexible Option format is every bit as challenging as earning a UW degree through traditional means. You'll be expected to meet the same rigorous academic standards for which all UW degrees are known. That's why the UW Flexible Option partners every student with an Academic Success Coach for personalized mentoring and advising.

Your coach will work with you to create a learning plan and timeline customized to fit your goals and knowledge. He or she will also help you prepare for assessments and

point you to the learning resources you need to succeed. These resources can include textbooks, Web pages, and free online resources offered by other universities—as well as credit-based courses, structured internships, service projects, and work and practical experiences.

The UW Flexible Option puts you in control of your own learning, but your Academic Success Coach is always there to help.

Save time and money with flat-rate tuition

The UW Flexible Option offers an affordable way to earn a UW degree or certificate. Instead of paying by course or by credit, you pay a flat rate for a subscription period you choose. Are you highly motivated with lots of experience? Choose the "All-You-Can-Learn" option to move as fast as you are able through your competencies and assessments. Want to study at a slower pace? The "Single Competency-Set" option is for you. Visit flex.wisconsin.edu for details.

Hiring managers prefer public university degrees

When asked their overall opinion of the four major higher education options, hiring managers ranked public universities highest (88% positive) compared with private (82%), community (76%), and for-profit colleges (60%).

Source: Brand Perceptions in Higher Education (US), ipsos OTX, commissioned by Google, fall 2011.

achieve **YOUR GOALS**

WITH A UNIVERSITY OF WISCONSIN EDUCATION

Where you get your degree is important. The University of Wisconsin System is one of the largest and most widely respected organizations in the country for delivering public higher education. UW Flexible Option programs are created by the same faculty using the same rigorous content and standards as traditional UW programs. That means you will graduate with the same high-quality degree as students who attend class on campus. A degree that is recognized and respected. These are UW degrees, made to fit your schedule—so you can flex your potential!

**IS THE
UW Flexible Option
RIGHT FOR YOU?**

Now's a great time to find out!

Visit flex.wisconsin.edu for more information, including a list of current degree program offerings. Then call **1-877-895-3276** for a personalized consultation to discuss your goals and readiness for this innovative program.



GETTING A UNIVERSITY OF
WISCONSIN EDUCATION

just got more
FLEXIBLE

Built on the long-standing foundation of high-quality University of Wisconsin degree programs, the UW Flexible Option offers busy adult learners a smart new way to earn a degree or certificate. Start anytime, advance at your own pace, and earn credit for what you already know. At last, you can earn the University of Wisconsin degree you've always wanted, but never had time to get.



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