



# COMMUNICATION FOR PROFESSIONAL SUCCESS

UNIVERSITY of WEST FLORIDA

## EXECUTIVE SUMMARY

The University of West Florida (UWF) has implemented its Quality Enhancement Plan (QEP), *Communication for Professional Success*. Building on the institution’s mission, “UWF is committed to planning and investing strategically to enhance student access and educational attainment...and to support highly qualified faculty and staff who engage students in rigorous, high-impact, student-oriented learning experiences” the QEP is designed to enhance student learning at the university. Integrating professional communication across the curriculum in high-impact practices, *Communication for Professional Success* will be embedded in courses as well as extracurricular activities. Ultimately, the aim of UWF is to graduate students equipped with the skills to communicate in a professional manner and who are ready to be leaders in their professions and communities.

*Communication for Professional Success* focuses on one goal: Improve the professional communication skills of UWF students. To accomplish this, *Communication for Professional Success* is providing development strategies for faculty and staff who will then construct and adopt high-impact learning experiences for students. These include workshops, seminars, and events that will facilitate the design and implementation of high-impact learning experiences that incorporate the advancement of students’ professional communication skills.

Instruments identified for measuring the project’s impact on student learning include (a) UWF written and verbal communication skills rubrics, (b) a graduating student survey, (c) NSSE survey, (d) Florida Career Consortium survey, and (e) satisfaction and feedback surveys of faculty, staff, employers, and students. To evaluate progress, *Communication for Professional Success* will utilize a combination of internal and external approaches and direct and indirect measures.

UWF has committed resources to *Communication for Professional Success*. The QEP will fund projects for the period 2015 through 2020 including expenses related to salaries, honoraria, professional development, travel, marketing, and assessment. Funds have been earmarked to provide grants for faculty and staff who participate in the QEP. Using existing campus facilities for training and workshops, UWF has dedicated space for the full-time QEP director within the University College. UWF utilizes a liaison model for each academic college and the cocurriculum. To generate support and enthusiasm for the program, *Communication for Professional Success* will coordinate broadly across the university community including its five Colleges; Writing Center; University Libraries, University Marketing and Communications, the Office of Accreditation, Strategic Planning, Institutional Research and Effectiveness (ASPIRE); the Center for Teaching and Learning Assessment (CUTLA); the Office of Undergraduate Research (OUR); the offices within Student Affairs; as well as the Emerald Coast instructional site. More information is available at [uwf.edu/QEP](http://uwf.edu/QEP).

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