

Project Name:	Certificate in Professional Communication in East Asian Languages
MIU Round:	Round 2
Sponsor(s):	Department of East Asian Languages and Literature
Coordinator(s):	Junko Mori
Report Date:	Year 1, July 2011

Project Specific Goal and Measures

Project Impact Measure(s)	<ul style="list-style-type: none"> • Establish a certificates in Professional Communication in East Asian Languages. • Offer infrequently taught conversation and business language courses on a more regular basis. Specific courses include: EA 331 (Intermediate Chinese Conversation), EA 411 (Introduction to Business Chinese), EA 335 (Intermediate Japanese Conversation), EA 377 (Business Japanese Communication). • Redesign some existing courses and create new courses to better meet the needs of undergraduates. • Reduce the class size of the primary sections of lower-level language courses and offer more options to students in terms of course times.
Project Impact Data Source(s)	East Asian Languages and Literature Departmental data and University Academic Planning Council actions.
Baseline Measure(s)	Historical Schedule of Classes (Timetable) information about course offerings, course enrollment data from Registrar’s Office records, and departmental reports.

General MIU Goals and Measures (applicable to project)

A	Increased access in bottleneck areas	Starting in Fall 2011, the size of the primary sections of first and second semester Japanese will be reduced by offering two sections (taught by one of the newly hired faculty members). In addition to providing a smaller class setting, students will have more options in terms of course times.
C	Increased capacity for high-impact practices	The new certificate and reinstatement of less commonly taught courses (mainly business and communication oriented) will contribute to the overall UW-Madison goal of increasing students’ global competence.

Certificate in Professional Communication in East Asian Languages, Page 2

D	Increased student learning and teaching excellence	The department will monitor student learning and teaching excellence by course evaluations and student portfolios prepared as part of their course work. Students taking the proposed EA 368 will have an opportunity to link their classroom Japanese instruction to real-world applications through either service learning or an internship.
E	More tenured, tenure-track faculty teaching undergraduate courses	The addition of two new faculty members and revised courses will increase the contact between undergraduates and faculty members.
F	Decreased achievement gaps	Attention to sensitivity of achievement gap issues based on demographic characteristics was an explicit part of the department's hiring practices. The two new hires showed sensitivity to these areas.
G	Attention to diversity in new hires	Search committee chairs attended WISELI training. The department widely announced the position vacancies by posting announcements on web sites of professional organizations, sending messages to colleagues, and directly contacting graduate programs. The two new hires are both female faculty of color, increasing the university's gender and ethnic diversity.

Progress Reports

Year 1

- Conducted two successful international searches for new faculty members. Both will officially join the department in Fall 2011.
 - Developed a proposal for a Certificate in Japanese Professional Communication and achieved the necessary school/college and university-level governance approvals needed for implementation. This certificate will be available to students starting in Fall 2011.
 - Worked to revise EA 333, EA 411, EA 335, and EA 377. These courses have not been taught for several years and need updating. These revised courses will be taught in either Fall 2011 or Spring 2012.
 - Proposed and started the approval process for EA 368 – Topics in Japanese Communication.
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