

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; Year 2, July 2012; Year 3, June 2013

Project Specific Goal and Measures

Project Impact Measure(s)	<ul style="list-style-type: none"> • Establish 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.

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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, 2010-11	<ul style="list-style-type: none">• 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.
Year 2, 2011-12	<ul style="list-style-type: none">• Received approval in April 2012 for the Certificate in Chinese Professional Communication. The certificate will be available to students starting in Fall 2012.• Sought and received approval for 2 new courses in Chinese for heritage speakers. These courses are expected to be offered starting in 2013-14 pending staffing needs.• Began administering the Certificate in Japanese Professional Communication. 14 students have declared their intent to complete the certificate and 5 have completed the requirements. Other students have indicated interest but have not yet declared the certificate.• Offered EA 333 (fall 2011, 10 students), EA 411 (spring 2012, 18 students), EA 335 (fall 2011, 15 students), and EA 377 (spring 2012, 16 students) all with revised curricula to meet current student needs.

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Year 2, continued

- Starting in Fall 2011, reduced the size of lecture components of 1st and 2nd semester Japanese courses by offering 2 sections. This change also resulted in more scheduling options for students leading to an observed increase in the retention of students in Japanese from first to second semester.
- Offered individually tailored learning experiences in the reinstated courses by maintaining small section sizes, incorporating regular and individualized feedback from instructors, working with each student to develop an individual project designed to facilitate their own learning goals, and offering opportunities to connect classroom activities to real-world situations.
- In the business courses, students prepared portfolios that could be used in professional contexts and interacted with recent UW graduates whose work involves use of these languages.

Year 3, 2012-13

- Completed the second academic year of the Certificate in Japanese Professional Communication. 27 students have declared their intent to complete the certificate and 14 have completed the requirements.
 - Completed the first academic year of the Certificate in Chinese Professional Communication. 13 students have declared their intent to complete the certificate and 4 have completed the requirements.
 - Continued offering courses reinstated with MIU funding. These include East Asian 333 (Chinese Conversation), East Asian 379 (Business Chinese), East Asian 335 (International Japanese Conversation), East Asian 377 (Business Japanese Communication), and East Asian 368 (Topics in Japanese Professional Communication).
 - Continued reducing the size of 1st and 2nd semester Japanese courses by offering two sections instead of one. An unintended consequence of this decision is that is offered more course time options for students.
 - Collaborated with the International Internship Program and International Academic Programs to create new internship and study abroad programs in Japan and China.
 - Assessment: Examined course retention patterns between 1st and 2nd semester Japanese and 2nd and 3rd semester Japanese. Retention in the course has increased since the MIU funding.
 - Assessment: No assessment of student learning outcomes was reported. The department plans to incorporate e-portfolios into the evaluation of student progress in 2013-14.
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