

Workplace Writing Badge

Mastering workplace writing, also known as technical writing, is a game-changer for students. It equips them with the skills to communicate complex ideas clearly and concisely, which is crucial in dynamic fields such as software development, engineering, and healthcare. When they become proficient in workplace writing, they gain the ability to create user manuals, reports, and documentation that are not only informative but also user-friendly. This clarity enhances the overall user experience and helps prevent misunderstandings.

In today's digital age, workplace writing is evolving. Digital communication has increased the demand for clear, concise online writing. Students can adapt their skills to create impactful content for websites, blogs, and social media. Writing for digital audiences requires concise language to capture attention while ensuring content ranks well on search engines and enhances user experience. Strong digital writing skills also foster collaboration, particularly in remote work environments where effective communication is essential for success.

Earning a workplace writing badge is a fantastic way for students to showcase their expertise. This credential not only bolsters their resumes but also signals to potential employers that they possess specialized knowledge and a genuine commitment to professional growth. With this badge in their toolkit, they unlock a treasure trove of career opportunities, as quality writing is essential in numerous industries.

Ultimately, pursuing a badge in technical writing is about more than just enhancing a resume; it's also a transformative journey of personal growth and career advancement that can make students stand out as assets in an increasingly digital world. Embracing this opportunity allows them to elevate their writing skills and broaden their horizons.

Requirements

To earn this microcredential, students must demonstrate a range of competencies that reflect the essential skills required for effective workplace writing:

- Written Communication
- Design and Presentation
- Audience Relevance

Effective communication is vital in professional settings, as demonstrated by students through well-edited documents. Clear expression equips students to create reports, emails, proposals, and other materials that meet organizational standards. In addition to strong writing, students must present information clearly and understandably. Skills such as logical layouts, relevant visuals, and precise terminology reflect their ability to convey complex information in modern workplaces. Content should be tailored to the audience, utilizing relevant research and language that addresses the audience's needs. These skills showcase students' capability to produce high-quality, audience-focused communication across various professional contexts.

Process & Evaluation

Students can demonstrate these competencies in one of two ways: submitting a writing sample or creating a website.

Writing Samples:

Students who have written workplace or technical documents, such as reports, manuals, proposals, or other relevant documents, can submit up to five pages of original written work. If submitting more than one document, they should collect their writings into a single file and upload it to the [ENGL/READ Microcredential Form](#).

Or

Website Design Option:

Students can create a five-page website to demonstrate their workplace writing. A student would initiate the microcredential through the [ENGL/READ Microcredential Form](#). In response, the assigned faculty reviewer will provide extensive written content, a website template, and Tip sheets for content design, website design, and technical writing. The student will use the provided materials to design a website that reflects the workplace writing competencies listed above. (Note: Students may choose a different topic.)

Once the student's work is submitted, a faculty reviewer will assess the submissions based on the competencies as mentioned earlier using the Workplace Writing Rubric. To be successful, students must score 14 points or higher in the Accomplished or Competent levels. If the student scores less than 14, the faculty reviewer will provide feedback so that the student can revise and resubmit his/her work.

Workplace Writing Rubric

The Workplace Writing Badge validates a student's ability to communicate complex information clearly, concisely, and professionally across a range of workplace and digital settings. It demonstrates mastery of key technical writing competencies such as clear written communication, effective visual presentation, and audience-focused content. To earn this badge, students must showcase these skills by either submitting a writing portfolio or designing a five-page website. Their work is evaluated by faculty using a detailed rubric across seven competencies and must earn at least 14 total points, with all scores at the *Competent* or *Accomplished* level to qualify.

Competency	Criteria Measured	Accomplished (3)	Competent (2)	Developing (1)
Written Communication 1. Write clearly and concisely in well-organized technical documents	Audience, Context, and Purpose; Syntax and Mechanics; Sentence Structure & Transitions; Organization and Layout	Demonstrates adequate consideration of context, audience, and purpose; uses straightforward language with few errors; uses appropriate sentence structures and some transitions; consistently organized and presented for the audience.	Demonstrates some attention to context, audience, and purpose; writing includes some errors; uses some awkward sentences or overly complex structures; follows basic organization.	Minimal attention to audience or purpose; language may impede meaning; little use of transitions or structure; attempts organization but lacks clarity.
Written Communication 2. Revise writing to reduce errors and improve clarity using editing techniques	Syntax and Mechanics; Grammar, Spelling, and Punctuation; Word Choice and Terminology	Language has few errors; grammar is correct with minor spelling issues; terminology is mostly precise and accurate.	Some grammar and spelling mistakes; overuse of jargon or vague words; writing generally conveys meaning.	Repeated grammar or spelling mistakes hinder understanding; terminology is imprecise or vague.
Design and Presentation 3. Design documents with effective layout, visuals, and readability	Organization and Layout; Visuals and Multimedia; Form and Content Integration	Skillful organization and presentation; visuals amplify ideas; form consistently supports content.	Follows basic organizational expectations; visuals are partially useful; form is generally clear with some confusion.	Inconsistent organization; visuals do little to support ideas; form loses focus.
Written Communication Design and Presentation Audience-Relevant Content 4. Tailor content to engage and meet the needs of a specific audience	Audience, Context, and Purpose; Visuals and Multimedia; Content Development	Clear focus on content and audience; visuals support message; content is compelling and well-developed.	Some attention is given to the audience; visuals partially support the ideas; content is relevant but uneven.	Minimal audience consideration; relevant visuals are insufficient or missing; ideas are underdeveloped or inconsistent.

<p>Written Communication Audience-Relevant Content</p> <p>5. Use accurate, field-appropriate terminology for the intended audience</p>	<p>Word Choice and Terminology, Audience, Context, and Purpose</p>	<p>Terminology is mostly accurate and appropriate for the audience; attention to context is evident.</p>	<p>Terminology is occasionally vague or too technical, and audience awareness is limited.</p>	<p>Terminology is imprecise or unclear; little regard for the audience or purpose.</p>
<p>Design and Presentation</p> <p>6. Develop accessible, user-friendly websites or professional communication materials</p>	<p>Organization and Layout; Technology/Software Use; Visuals and Multimedia; Form and Content Integration</p>	<p>Consistent and audience-focused organization; proficient technology use; visuals enhance communication; form supports content.</p>	<p>Basic use of technology; visuals are somewhat informative; follows expected layout conventions.</p>	<p>Limited tech use; visuals are minimally useful; inconsistent layout or unclear form.</p>
<p>Audience-Relevant Content</p> <p>7. Incorporate credible, relevant sources to support technical writing</p>	<p>Content Development; Sources and Evidence</p>	<p>Uses compelling content and consistent, credible sources appropriate to audience and topic.</p>	<p>Content is mostly relevant; sources are credible but inconsistently integrated.</p>	<p>Ideas are basic or underdeveloped; sources are weak or only minimally support ideas.</p>

This rubric aligns with the National Association of Colleges and Employers (NACE) [Career Readiness Competencies](#) by emphasizing clear communication, technological fluency, critical thinking, and professionalism; essential skills for success in today's workforce.