



***Writing Matters* Quality Enhancement Plan (QEP)  
Embry-Riddle Aeronautical University (ERAU)**

The *Writing Matters* QEP helps students become adaptable writers capable of responding to discipline- and industry-specific demands through rhetorical awareness and metacognition.

In a “Career Readiness Competencies Employer Survey” administered by ERAU, employers of ERAU graduates overwhelmingly indicated that they value strong written communication skills. ERAU students learn foundational writing strategies in their general education writing courses, but they do not always transfer that knowledge into writing required in their major courses or careers. To do so, they need specific opportunities and explicit guidance from faculty in their disciplines regarding how to communicate successfully in the highly specialized disciplines and industries they hope to enter. In turn, faculty teaching students in major-specific courses deserve additional support in writing pedagogy that aligns with the foundational writing strategies ERAU students learn in their general education writing courses. The *Writing Matters* QEP provides that support.

This QEP was selected by a committee of faculty, staff, and students from across ERAU’s three campuses because its focus on engaging faculty across disciplines to help students write successfully across their academic and professional careers aligns well with ERAU’s 2023-2028 Strategic Plan, which places an emphasis in the curriculum on student critical thinking, communication and problem-solving skills (Strategic Plan, 2023).

As a result of the *Writing Matters* interventions, students in participating early major and senior-level courses will achieve the three *Writing Matters* student learning outcomes:

- 1) Describe how a composing process led to a rhetorically responsive communication
- 2) Create rhetorically responsive content
- 3) Deliver content in a way that is rhetorically responsive

To ensure proper support of students’ work toward the learning outcomes, the QEP Development Team identified three *Writing Matters* institutional outcomes. Upon the full integration of the QEP, ERAU will highlight an intentional culture of writing by doing the following:

- 1) Implementing high-quality, rigorous, innovative educational experiences that expand written communication skills beyond general education courses
- 2) Enriching dynamic, integrated, and well-utilized academic support structures
- 3) Expanding quality faculty development to support enhanced communication curricula

Goals for enhanced educational experiences in participating discipline-specific courses include the use of authentic writing assignments that frame writing tasks rhetorically; guidance through a recursive writing process; discussion of connections between writing done in multiple courses across students’ degree programs; and reflective writing assignments, which students will submit to an ePortfolio with their major writing assignments. Writing tutors will be trained to work with students completing discipline-specific writing assignments, which will enrich academic support.

Expanded faculty development opportunities include Communities of Practice in which faculty in students’ majors collaborate regularly with writing experts to create discipline-specific writing assignments and activities, as well as writing pedagogy-focused workshops for all faculty.

The learning outcomes will be assessed directly through the scoring of student ePortfolios using a rubric, as well as indirectly through end-of-course evaluations and surveys. The institutional outcomes will be assessed through targeted direct and indirect measures.

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