



## English for Academic Purposes: Building Communication Competency to Promote Student Success

The American University of Ras Al Khaimah's (AURAK) Quality Enhancement Plan (QEP) focuses on student success in academic English and academic writing. The QEP is aligned with AURAK's mission to provide a transformational, student-centered learning experience as well as its strategic plan. The AURAK QEP, *English for Academic Purposes: Building Communication Competency to Promote Student Success*, defines the following outcomes:

- Student Success Outcome #1 – The implementation of the QEP will improve students' academic English level and writing through an English for Academic Purposes (EAP) program for students who test at IELTS 4.5-5.0 (EAP 100 Academic Bridge) or 5.0-5.5 (EAP 101 English for Academic Purposes 1).
- Student Success Outcome #2 – The implementation of the QEP will improve students' academic writing through a Writing Program with two revised writing courses (one required, one optional) focused on a theme-based approach and using best practices in writing pedagogy.
- Student Success Outcome #3 – The QEP will contribute to a decrease in the number of students on probation in the first year by enhancing students' academic English, writing, and preparedness.
- Faculty Development and Training Outcome – The QEP will increase student success through the development and training of English instructors in EAP and academic writing pedagogy and best practices.

Over the next five years, AURAK will transform the teaching of academic English and writing by implementing the following strategic initiatives: 1) reshaping the first-year composition curriculum by designing theme-based academic writing courses; 2) introducing an English for Academic Purposes Program (EAPP) which will offer two new courses, EAP 100 Academic Bridge and EAP 101 English for Academic Purposes; 3) enhancing the support services provided by the Writing Center; 4) enhancing the teaching-learning environment through the professional development of English instructors in English for Academic Purposes (EAP) and academic writing best practices. The QEP supports the development and improvement of the general education competency in communication that will contribute positively to student success in entry-level courses, academic progression in their major fields of study, and longer-term measures of student success. As we move forward with the QEP, students will become more effective and confident writers, and the AURAK community will create a teaching-learning environment that supports our student writers at all levels.

Institutional Contacts: Prof. Stephen Wilhite, Senior Vice President for Academic Affairs & Student Success/Provost [stephen.wilhite@aurak.ac.ae](mailto:stephen.wilhite@aurak.ac.ae) and Ms. Amanda Forte, Chief Strategy & Excellence Officer, [amanda.forte@aurak.ac.ae](mailto:amanda.forte@aurak.ac.ae)