

## Writing for the Real World: Strengthening Writing and Career Knowledge

### What is the QEP Logo?

To identify the QEP logo, a student contest was established to provide currently enrolled Miami Dade College students the opportunity to make submissions for review and consideration. A total of 61 entries were submitted for review. Voting took place on the three finalists via Facebook. Based on the voting, the final tally revealed the logo at the top of this News Brief to be the winner. This logo along with “Do the Write Thing” will be utilized to represent the Miami Dade College Quality Enhancement Plan. Congratulations to Alexander Rey as the winner the QEP logo contest!

### Best Practices Visitation

From April 22-25, 2014, five members of the QEP Planning Team traveled to North Carolina to visit three educational institutions that had developed and implemented a QEP with a topic similar to MDC’s QEP focus. The visitation team – consisting of Brooke Bovee, Ece Karayalcin, Richard Prentiss, Shawn Schwaner and Veronica Zayas – was able to gather a great deal of insight and information to support the MDC QEP Planning Team’s efforts to develop a plan that would improve students’ writing skills, particularly in areas that will ultimately increase students’ preparation and competitiveness as they enter the workforce. Information from this visitation has been incorporated into MDC’s QEP.

### Does MDC’s QEP have the right focus?

The review of external research indicates the following:

- A survey of 318 employers published by the Association of American Colleges and Universities and conducted by Hart Research Associates in 2013 found that “80 percent said colleges should focus more on written and oral communication.” (Kelley, 2013)
- According to the 2013 Lumina Foundation/Gallup poll while “96 percent of university officers believe that they’re effectively preparing students for the success in the workplace,” only “11 percent of business leaders strongly agree that today’s college

graduates have the skills and competencies their companies need.” (2013 Inside Higher Ed Survey of College and University Chief Academic Officers report)

- Writing effectively in the workplace requires one to adapt to a variety of rhetorical situations and deploy a range of habits of mind such as curiosity, persistence and responsibility. Budig (2006) found that “People who cannot write and communicate clearly are less likely to be hired than people who have these skills, and, if hired, are less likely to last long enough to be considered for promotion.” (p. 663)

### What’s to Come?

- The QEP Planning Team is busy making sure the i’s are dotted and the t’s are crossed on the final draft of the plan.
- The launch of the QEP website ([www.mdc.edu/qep/](http://www.mdc.edu/qep/)) is right around the corner. This informational site will provide content related to MDC’s QEP for both internal and external audiences.
- The QEP Marketing Awareness campaign will be ramping up collegewide during the summer semester and getting up to speed for the fall term.
- As the first school, The School of Justice faculty, staff and administration are working diligently to prepare for the infusion of QEP components beginning in the Fall 2015.
- The development and implementation are underway for professional training opportunities for everyone but with a focus on the faculty, staff and administrators of the schools that will infuse the QEP components over the next five years.

**If you have a question, need information or would like to provide feedback or comments, please contact QEP Director Dr. Richard Prentiss at 305-237-7367 or send an email to [rprentis@mdc.edu](mailto:rprentis@mdc.edu). Visit [mdc.edu/qep](http://mdc.edu/qep) to learn more online.**