MEMO

SUBJECT: Purpose and Justification for Revision to the College of Applied Professional Studies

To: Professor Olsen
From: Diolanda Caballero
Date: Dec. 4, 2024

Greetings Professor Olsen,

I have concluded the revisions made to the original overview of the College of Applied Professional Studies to improve clarity, accessibility, and comprehensiveness on the landing page and two academic degree programs. The updates aimed to provide a better understanding of the college and these two academic degree programs by presenting them in a structured, readable, and informative manner.

The website contained dense, wordy language that could be uninteresting to individuals who want direct information about a sought-after program. I simplified the language to make the content easier to read without sacrificing accuracy. In doing so, the information is more approachable for a wider audience, promoting greater comprehension while allowing individuals to skim without missing information. I changed some of the languages for the Organizational Leadership (Veterans, Society, and Service) page to reflect a more military-centric approach. As an active-duty military student, I believe that military-focused degree plans in a simple, yet familiar language may attract more individuals with a service background. By making the average person the targeted audience while also focusing on military members for defense-specific degrees, I could condense the information significantly.

I had avoided changing the outline completely due to researching other colleges' degree websites. There is a format on each website that makes it easy to browse and look for information, so I focused strictly on the content of the website. I organized the content into clear sections with headings and significantly condensed the language.

Benefits of the Revised Document:

- Clear and Concise: Individuals, especially those between 18-25, get easier information to understand and easy to search for.
- Educational Resource: The document can educate several age groups and removes a lot of "filler" to avoid a textbook feel or being overwhelming at t
- Military-friendly: ASU has been ranked one of the most military-friendly schools in the United States. To continue the promise of taking care of those who have served, I made sure to adjust the language to something familiar to them.

The updated document provides a comprehensive summary of the APS website, emphasizing key formats that can be applied to all the degree plans while staying synchronized with other colleges' websites at ASU.

If there are any questions or further feedback on the revisions, please let me know.

Thank you and very respectfully,

Diolanda Caballero

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Dec. 4, 2024

Sean Williams

Director

Arizona State University School of Applied Professional Studies

Subject: Letter of Transmittal for Website Edits

Dear Sean D. Williams, PhD:

I hope this message finds you well. Enclosed with this letter, you will find the details of the requested website edits for the College of Applied Professional Studies. I've worked to ensure these updates align with your goals and reflect on ASU's brand vision

Summary of Edits:

Condensed information: Information has been kept intact, but vocabulary has been adjusted to make it easier to read and search for information.

Universal changes for all programs: Editing the information for both an associate degree and a bachelor's degree can make things such as the transfer of information and global experience easier to edit across all degree sites.

I have conducted peer reviews with individuals who do not attend ASU to test functionality and how my edits compare to the current content on the website. However, I'm happy to accommodate any additional feedback or further adjustments.

Please let us know your thoughts. Once I've received your confirmation, I will be happy to continue working with you on the edits.

Thank you for entrusting me with your project. I look forward to continuing our collaboration to make your online presence even stronger and to any recommendations.

Best regards,

Diolanda Caballero

TWC 431 Student | Fall 2024

djcaball@asu.edu

LANDING PAGE:

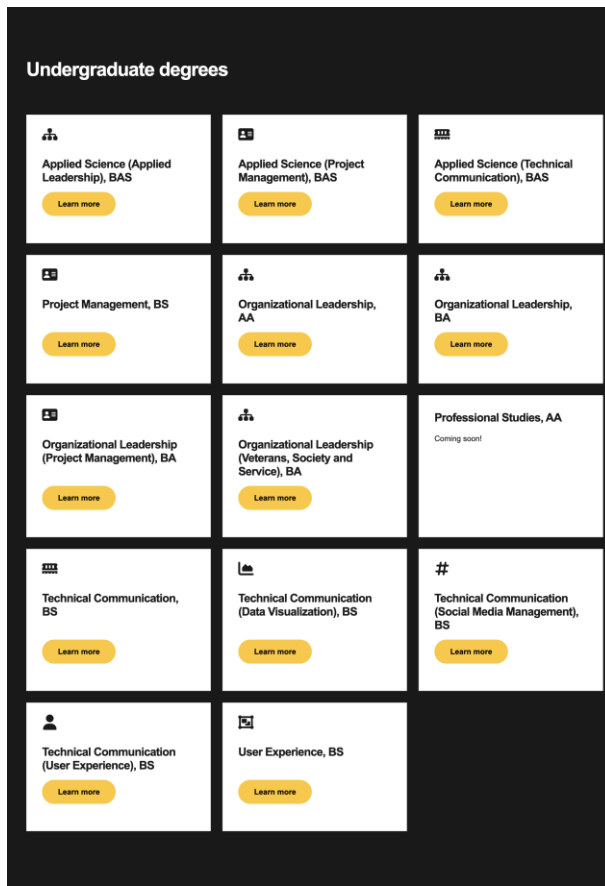# School of Applied Professional Studies

Practical degree programs to prepare you for day one of your career

1. [Home](#)
2. [School of Applied Professional Studies](#)

Career connected learning

The School of Applied Professional Studies, part of the College of Integrative Sciences and Arts, is where academic excellence meets industry-driven innovation. Guided by expert faculty and enriched with exceptional hands-on learning opportunities, our programs empower students to launch successful professional careers with confidence and expertise.

[See the SAPS faculty directory](#)

Undergraduate degrees
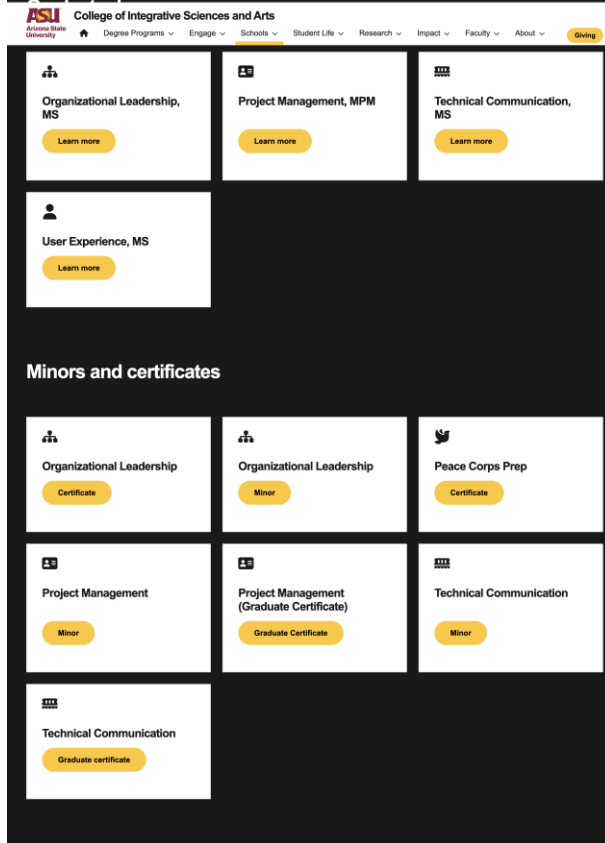
⛁ Applied Science (Applied Leadership), BAS	▣ Applied Science (Project Management), BAS	▦ Applied Science (Technical Communication), BAS
Learn more	Learn more	Learn more

▣ Project Management, BS	⛁ Organizational Leadership, AA	⛁ Organizational Leadership, BA
Learn more	Learn more	Learn more

▣ Organizational Leadership (Project Management), BA	⛁ Organizational Leadership (Veterans, Society and Service), BA	Professional Studies, AA Coming soon!
Learn more	Learn more	

▦ Technical Communication, BS	⬛ Technical Communication (Data Visualization), BS	# Technical Communication (Social Media Management), BS
Learn more	Learn more	Learn more

👤 Technical Communication (User Experience), BS	▣ User Experience, BS	
Learn more	Learn more	

ASU Arizona State University College of Integrative Sciences and Arts
🏠 Degree Programs ⌄ Engage ⌄ Schools ⌄ Student Life ⌄ Research ⌄ Impact ⌄ Faculty ⌄ About ⌄ **Giving**

⛁ Organizational Leadership, MS	▣ Project Management, MPM	▦ Technical Communication, MS
Learn more	Learn more	Learn more

👤 User Experience, MS		
Learn more		

Minors and certificates

⛁ Organizational Leadership	⛁ Organizational Leadership	🕊 Peace Corps Prep
Certificate	Minor	Certificate

▣ Project Management	▣ Project Management (Graduate Certificate)	▦ Technical Communication
Minor	Graduate Certificate	Minor

▦ Technical Communication		
Graduate certificate		

Recommendations:

Professional Studies:

Add an icon of a person to add balance. Just the text makes it appear unbalanced from the rest.

Color Scheme:

Organizational Leadership (Veterans, Society and Service), BA

Devlop your leadership skills to make a meaningful impact in the lives of veterans and their families. Employers in the private and public sectors seek to hire leaders who can guide organizations and demonstrate relational, cultural, and institutional perspectives better to serve veterans and their families in the community while bridging the civilian and military gap.

Program description

The BA program in organizational leadership with a concentration in veterans, society and service equips students with the skill to lead effectively and support veteran communities. The curriculum integrates leadership theories and practices, focusing on diverse team management, problem-solving, communication, source management, and leveraging emerging technologies. Additionally, students gain specialized skills to engage with veterans and military communities including counseling, group facilitation, resource identification, and providing empathetic support.

At a glance

College/School: College of Integrative Sciences and Arts

Location: Tempe/Online

Second language requirement: No

STEM-OPT extension eligible: No

First required math course: MAT 117 - College Algebra

Math intensity: Moderate program math intensity moderate

Contact information

School of Applied Professional Studies | USE 138

CISA@asu.edu

480-965-4464

Required courses (Major Map)

2024 - 2025 Major Map

Major Map (archives)

Concurrent program options

Students pursuing a double major should consult their academic advisors to design their degree combination. Some combinations may be restricted due to curriculum overlap.

Admission requirements

All students are required to meet general university admission requirements.

First-year | Transfer | International | Readmission

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major requirements

Current ASU students have no additional requirements for changing majors.

Students should visit the Change of Major form for information about how to change a major to this program.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take before transfer.

ASU offers transfer partnerships in Arizona and nationwide to streamline the transfer process for students. These pathway programs include exclusive benefits, tools and resources. They help students save time and money in their college journey.

Global opportunities

Global experience

The organizational leadership program uses multidisciplinary methods that prepare students to become world-class leaders in the contemporary, fast-paced global workplace. Study abroad experiences help students develop the skills and knowledge leaders need to solve problems, communicate effectively, assess programs, manage resources, and use emerging technologies in their organizations.

Career opportunities

Graduates are prepared for leadership and veteran service roles in various fields, including business, government, nonprofits, and the service industry.

Career options include roles like community health workers, social and community service managers, disaster preparedness managers, and leaders at national, state, or local levels.

Job titles and salaries listed below may not be entry-level. Pay varies based on experience and location, and some positions may require advanced degrees, certifications, or state-specific licensure.

Career	*Growth	*Median salary
Communication Professor	3.4%	$76,250
Computer Software Quality Engineer ☀	20.3%	$99,620
Computer Support Specialist ☀	5.0%	$57,890
Document Management Specialist ☀	9.7%	$98,740
Editor	-4.0%	$73,080
IT Project Manager ☀	9.7%	$98,740
Instructional Specialist	2.5%	$66,490
SEO Specialist ☀	13.4%	$68,230
Technical Writer ☀	6.9%	$79,960
Web Developer ☀	17.0%	$78,580

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook

APPLIED SCIENCE (Technical Communications) BAS

Technical communication is applied workplace communication that makes technical information understandable and available to many audiences. In the technical communication concentration, students learn how to produce, design and manage information using both traditional and developing technologies.

The BAS in applied science with a concentration in technical communication is designed for students with an AAS degree from a regionally accredited institution. This major combines the technical experience gained from an associate degree program with a broader education of skills in management, leadership, critical thinking, and communication.

This major is eligible for the Western Undergraduate Exchange program at the following location: Polytechnic campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.

STEM-OPT for international students on F-1 visas

This program may be eligible for an Optional Practical Training extension for up to 24 months. This OPT work authorization period may help international students gain skills and experience in the U.S. Those interested in an OPT extension should review ASU degrees that qualify for the STEM-OPT extension at ASU's International Students and Scholars Center website.

The OPT extension only applies to students on an F-1 visa and does not apply to students completing a degree through ASU Online.

At a glance

- College/School: [College of Integrative Sciences and Arts](#)

- Location: [Polytechnic](#) | Online

- Second language requirement: No

- STEM-OPT extension eligible: Yes

- First required math course: MAT 142 - College Mathematics

- Math intensity: General

Contact information

School of Applied Professional Studies | SANCA 233

CISA@asu.edu

480-727-1526

Required courses (Major Map)

2024 - 2025 Major Map

Major Map (archives)

Concurrent program options

Students pursuing a double major should consult their academic advisors to design their degree combination. Some combinations may be restricted due to curriculum overlap.

Admission requirements

All students are required to meet general university admission requirements.

First-year | Transfer | International | Readmission

Additional requirements:

Students applying to this program must have completed an AAS degree from a regionally accredited institution. This program is not available to first-year students.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major requirements

Only students who have completed an Associate of Applied Science degree are eligible to declare a Bachelor of Applied Science major at ASU.

Students should visit the Change of Major form for information about how to change a major to this program.

Transfer options

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ASU offers transfer partnerships in Arizona and nationwide to streamline the transfer process for students. These pathway programs include exclusive benefits, tools and resources. They help students save time and money in their college journey

Global opportunities

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Participating in one of the more than 300 available Global Education programs expands students' learning beyond the classroom and gives them hands-on experience in different and exciting cultures in the U.S., abroad, or online.

Many of the School of Applied Professional Studies programs allow students to earn credit toward their major for their experiences studying abroad.

Career opportunities

The Bureau of Labor Statistics estimates the need for writers and editors will increase by 4% during the next 10 years. Software and electronics companies, media corporations, financial institutions, government agencies, nonprofits and other areas will see an increased demand for writers.

Students in the program prepare for careers as:

- Advertising and promotions managers
- Communications professors
- Copywriters
- Correspondence clerks
- Court clerks
- Desktop publishers
- Editors
- Media and communication workers
- Proofreaders and copy markers

- Public relations specialists

- Technical writers

Career options include roles like community health workers, social and community service managers, disaster preparedness managers, and leaders at national, state, or local levels.

The job titles and salaries below may not be entry-level. Pay scales vary by experience and location, and some roles may require advanced degrees, certifications, or state licensure.

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