

**Fall 2025**  
**Elevating Student Voices, Focus Group**  
**Technical Writing Certificate at CSN Theme Analysis**

**Requesting Department: CSN English Department**

**Number of Student Voices Elevated: 2**

**1. Importance of the Technical Writing Course**

- Keeps students up to date with technology in society and informs them about advancements.
- Provides foundational communication skills, essential for roles like hotel front desk operations.
- Helps with developing standard operating procedures for workplace efficiency.

**2. Relevance of Technical Writing Skills to Degree Program or Career**

- Critical for professional communication in fields like Hotel Management and Nursing.
- Teaches tone, audience awareness, and digital professionalism.
- Introduces AI advancements and their impact on hiring and workplace communication.

**3. Relevant Technical Writing Lessons and Activities**

- Writing for specific audiences—distinguishing professional from casual communication.
- Constructing resumes and professional emails tailored to the right audience.
- Video assignments on responding to reviews professionally, emphasizing tone and audience.

**4. Other Courses or Future Interests**

- Interest in courses focusing on AI usage and technological advancements.
- Desire for assignments involving research and writing about new tech trends.

**5. Interest in a Technical Writing Certificate**

- Strong interest expressed; seen as beneficial for career growth in nursing, hospitality, and tech fields.
- This certificate would validate skills in professional communication and technical writing.

**6. Desired Skills for Development**

- Emotional intelligence to understand audience feelings and perspectives.
- Ability to create content that connects with clients and encourages engagement.

**7. Willingness for Additional Courses**

- Participants are willing to take 3–4 additional courses over one semester for certification.
- Comparable to other skill-based certificates in health and technical fields.

## Final Thoughts

- Future versions of the course should expand on AI integration and proper usage.
- Understanding AI is crucial for staying competitive in the job market.

## Summary of Key Takeaways

- **AI Innovation:** Emphasis on learning AI and tech advancements for relevance.
- **Audience Awareness:** Importance of tailoring communication to specific audiences.
- **Professional Relevance:** Technical writing is seen as vital across multiple careers.
- **Interest in Expansion:** Support for certificates and inclusion of emotional intelligence topics.

## Summary Chart of Key Points

Theme	Key Points
<b>AI Innovation</b>	Emphasis on learning AI and tech advancements for relevance.
<b>Audience Awareness</b>	Importance of tailoring communication to specific audiences.
<b>Professional Relevance</b>	Technical writing is seen as vital across multiple careers.
<b>Interest in Expansion</b>	Support for certificates and inclusion of emotional intelligence topics.