



## Memorandum

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To: Business Communication Professionals

From: Connie Golden, Lakeland Community College  
Heidi McKee, Miami University  
Faculty Co-Leads, Business Communication TAG Revision Panel

Re: Updates to the Business Communication Transfer Assurance Guide (TAG) Course Learning Outcomes

Date: March 31, 2017

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Thank you for sharing this memo and the attachment with appropriate business communication faculty and administrators at your institution.

### Background

In January 2017, the Ohio Articulation and Transfer Network (OATN) requested public colleges and universities to nominate a faculty member from each of their institutions to serve on a statewide panel to assess the currency of the Transfer Assurance Guide (TAG) courses in Business Communication (OBU005).

The panel reviewed the TAG with the following goals in mind:

1. To assess the relevancy/consistency with professional business standards and current employment needs and suggest changes or additions as appropriate, and
2. To clarify the original spirit of the TAG course learning outcomes with available modern technologies in mind.

After extensive review and discussion, the faculty revision panel of eleven members representing two- and four-year public colleges and universities recommended that the learning outcomes for the Business Communication TAG course be updated.

### Updates

In the attached, you will find the updated TAG criteria for Business Communication (OBU005). No outcomes were eliminated or added, but a number of the outcomes were revised to provide more current and consistent wording.

To summarize, the panel made the following minor, clarifying changes to the learning outcomes:

1. Revised the course description for clarity and more appropriate terminology.

2. Used the term *business communication* more extensively.
3. Added *consistent with professional standards* to more of the outcomes.
3. Articulated that work may be completed individually or collaboratively.
4. Updated terminology to reflect *digital technologies*. (Note: This does not mean that courses must include digital production assignments such as web sites, but rather that students use digital technologies in the process of learning about business communications. So posting to discussion boards, using course management systems, working with presentation software and word-processing software all count as *digital technologies*.)

### **Implication to Your TAG Courses**

Your institution does *not* need to resubmit your Business Communication TAG course for re-approval because the panel feels that the outcomes have been updated but not significantly changed. The content and skills specified in the original TAG are the same in the new TAG. The updated learning outcomes will be used for any new submissions beginning with the fall 2017 TAG review cycle, which will begin in mid-October 2017.

We wish to express our thanks for the dedicated work of the Business Communication TAG Faculty Revision Panel for their commitment and collaboration in updating the learning outcomes. The faculty members of the Business Communication TAG Revision Panel include: Connie Golden (Revision Panel Co-Lead, Lakeland Community College), Heidi McKee (Revision Panel Co-Lead, Miami University), Tom Beery (Rhodes State College), Susan Burris (Owens Community College), Elizabeth DuWaldt (The University of Akron), Debbie Ghosh (Cleveland State University), Patti Hanna-Garlitz (Bowling Green State University), Janice Johnson (Shawnee State University), Dawn Poole (Clark State Community College), Ty Shepfer (The Ohio State University), and Beth Williams (Stark State College).

If you have any questions, please feel free to contact us at [cgolden@lakelandcc.edu](mailto:cgolden@lakelandcc.edu), (440) 525-7340; or [mckeeha@miamioh.edu](mailto:mckeeha@miamioh.edu), (513) 529-2635.