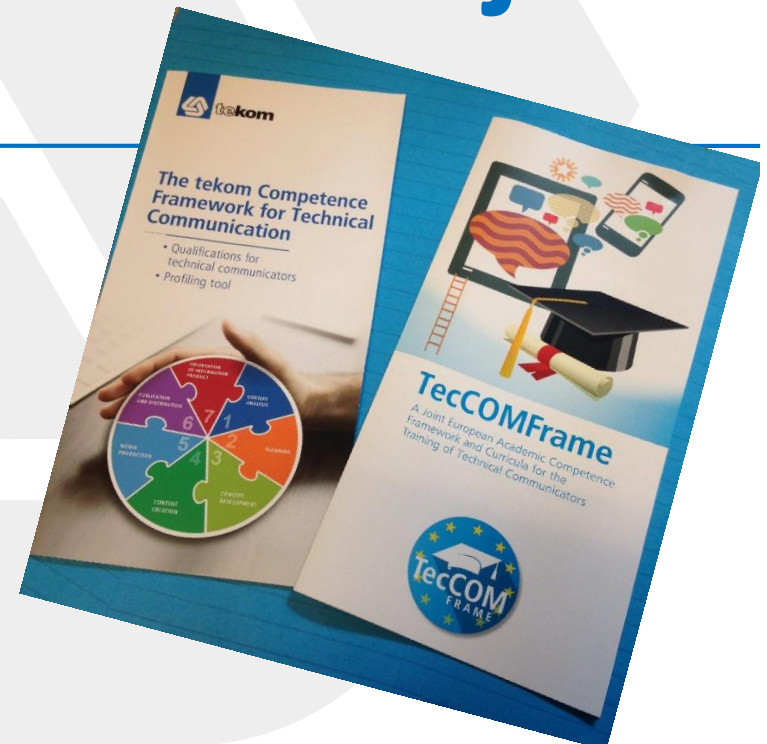


# The TecCOMFrame Project

How to educate future  
technical communicators?

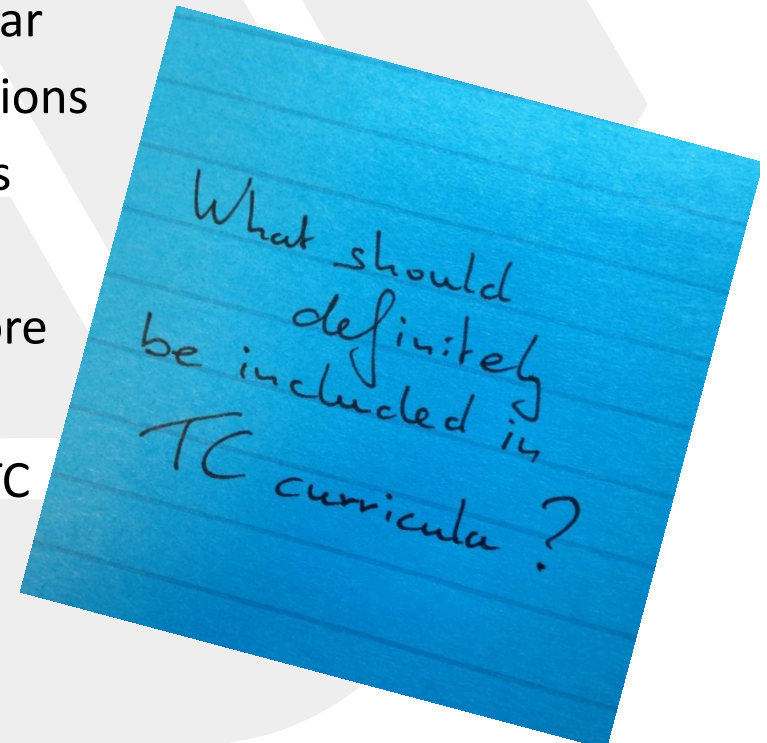


Only few Higher Education Institutions offer study programs in TC

As a consequence:

- The occupational profile is unclear
- The competencies and qualifications for technical communicators are unclear

Higher Education Institutions therefore need help in the establishment of appropriate curricula for training in TC



The project aims to develop standard curricula based on a common academic qualification and competence framework

TecCOMFrame = Technical Communication  
Competence Framework

- Development of curricula at three levels (cf. European Qualifications Framework):
  - EQF level 5: Specialization courses for language/translation studies and engineering studies
  - EQF level 6: Bachelor program
  - EQF level 7: Master program
- TecCOMFrame: Academic Competence Framework for TC based on the existing tekomp cross-industry competence framework
- Update TecDocNet Guideline 2018
- Competence and Qualification Profiling Tool

Increasing number of:

- Study programs in TC (specialization, bachelor and master)
- Graduates in TC
- Qualified professionals in TC

Facilitating:

- Better understanding of the profession and its requirements
- Job mobility through definition of standards
- Student and staff exchange through availability of programs
- Employability of students from related studies through specialization in TC
- Employee recruitment due to clear assessment criteria



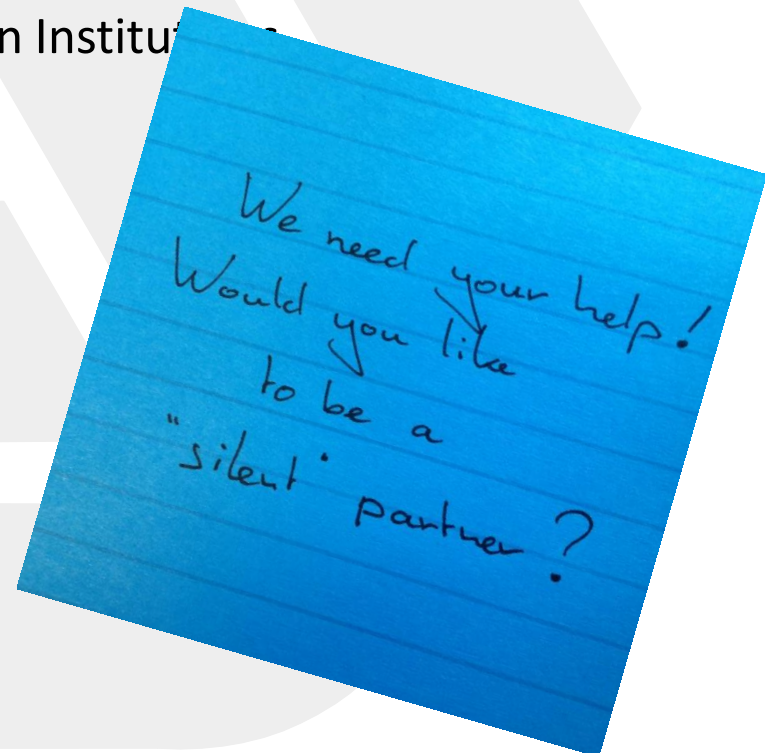
UNIVERSITY OF TWENTE.





## “Silent” partners:

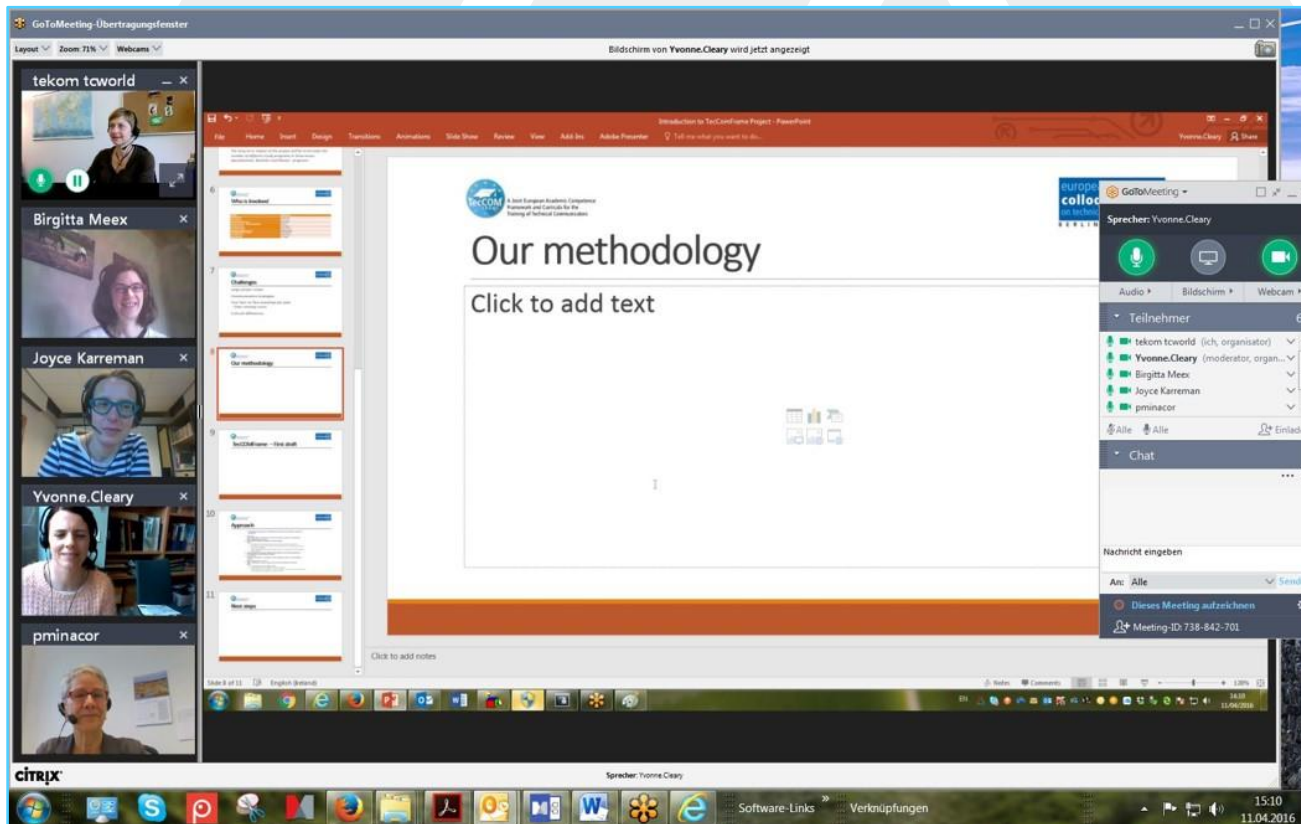
- Stakeholders from industry and service companies
- Other European Higher Education Institutions



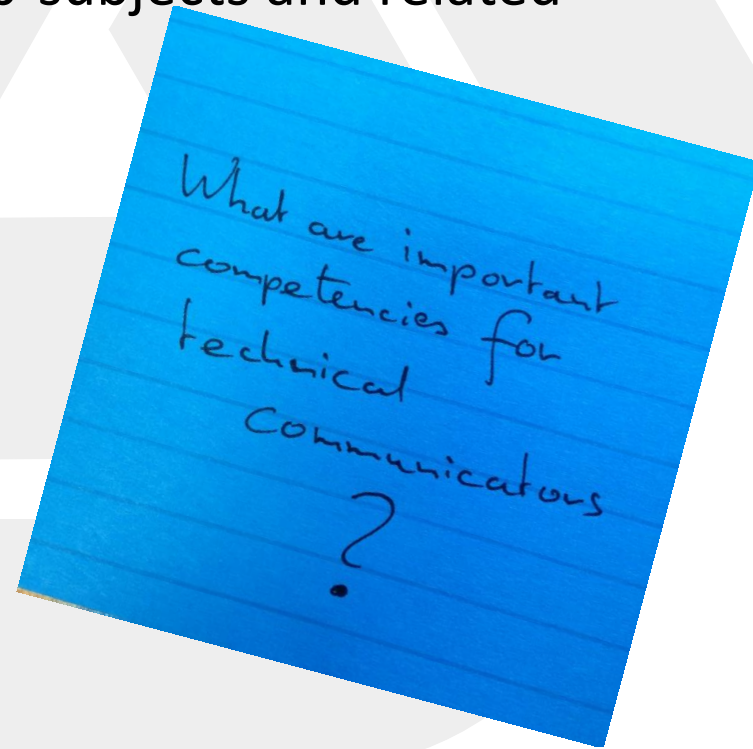
Developing a framework that includes all competencies relevant for  
Technical Communication.





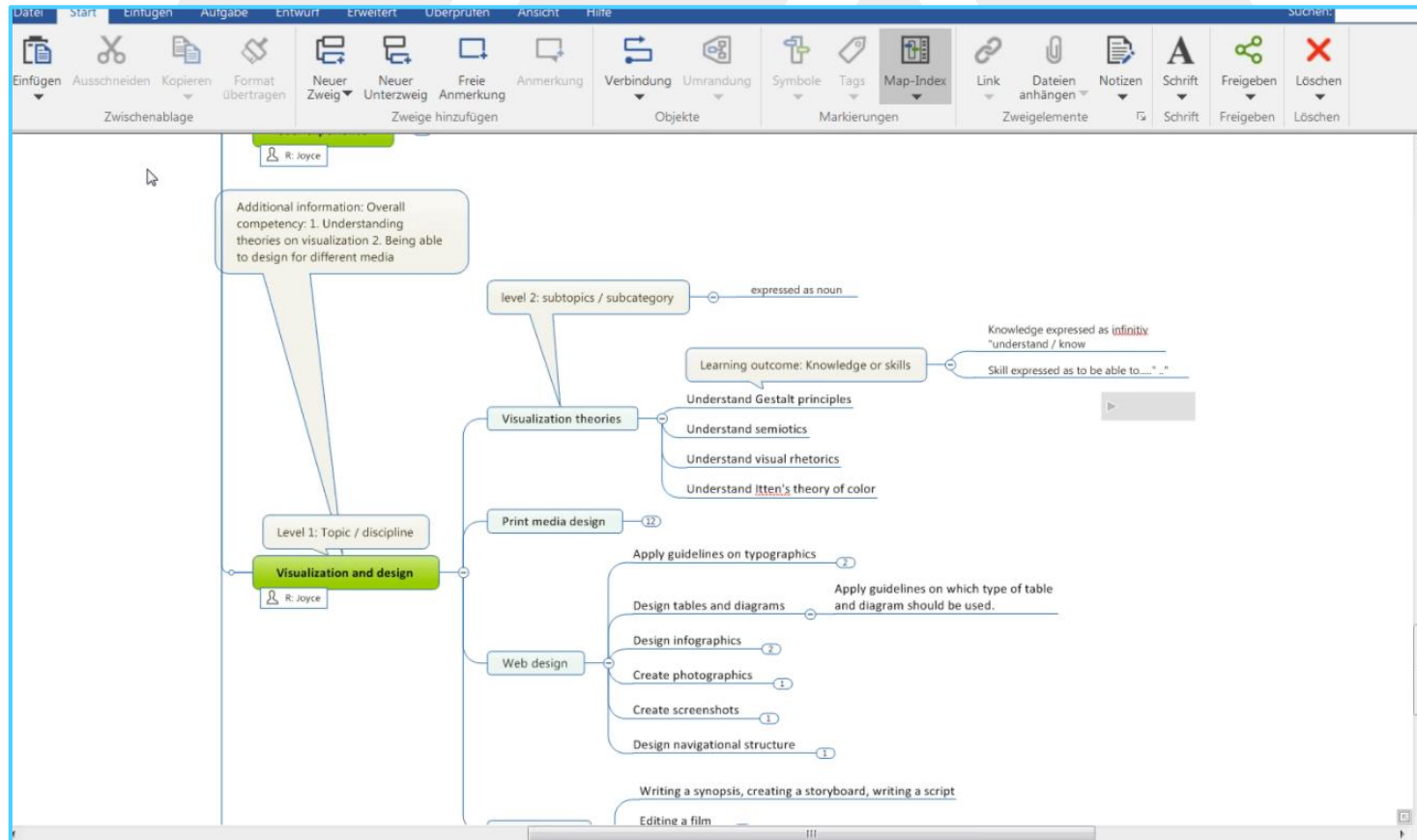


First level: relevant subjects and related competencies  
Second level: relevant sub-subjects and related  
competencies



- Management
- Info-mining
- Information architecture
- Visualisation and Design
- Technical Writing
- User experience
- Information technology
- Media / Content delivery
- Foreign Language(s)
- Interculturality
- Communication
- Corporate Communication
- Terminology
- Multilingual workflow management
- Engineering
- Quality Assurance
- Evaluation
- Information Product Development
- Standards and Regulations / Law
- Training Design
- Academic research methodology
- Ethics / philosophy
- Publishing
- Archiving

# Developing the framework



## First level

1. Defining the disciplines relevant for academic training in technical communication.
2. Formulate a definition/description for each subject:
  - Underlying idea; why is the subject important for technical communication?
  - Application; when (for which tasks) is the qualification in this subject needed and how will it be applied?
  - Scope; which aspects does the discipline include?
3. Overall competencies to gain: additional information on the level and characteristics of the qualification and the learning outcome

## Second Level

4. Defining sub-subjects – showing the scope and different aspects of the subjects to teach
5. Skills/knowledge to acquire: expressed in the style of Bloom's taxonomy

### Rules:

- Learning outcome; knowledge or skills
- Knowledge expressed as infinitive; “understand/know”
- Skills expressed as to be able to... “verbs” - infinitive as a first part of the description of a knowledge or skill



Responsible	Definition			1 Level	Overall competence to gain	2. Level	Skills / Knowledge to acquire	remark: be generic
	Idea behind	Application	Scope	Subject	Additional information	Sub-Subject		Mention relevant names or theories as examples
							Rule: Learning outcome: Knowledge or skills: Knowledge expressed as infinitiv "understand / know Skill expressed as to be able to....." verbs" infinitiv as a first part for the description of a knowledge or skill not using questions	
Yvonne	Evaluation of information products is a technique that helps to identify potential and existing problems with information products and uncover solutions and strategies for improvement.	Technical communicators need to understand and apply concepts of evaluation to create more effective information products. They need to have a strategic understanding of the purpose of evaluation, organize and select evaluation strategies that are appropriate for the situation, gather evaluation data, use evaluation data to improve information products, make them more appropriate for target audiences. Use evaluation data to plan future information products and to strategically allocate resources.	This topic covers: definitions of evaluation, and methods of evaluation including corporate feedback, user feedback, and web feedback. It describes risks and benefits of evaluation.	Evaluation and User experience	Rule: writing it down as noun  Rule: writing it down using the infinitive (understand / know) infinitive as first part		Rule: writing it down as noun	
					Understand the theoretical concepts of usability and user experience	Usability and User experience definitions	Understand the used definitions of usability and user experience	(e.g. ISO-definitions)
					Understand the purpose of evaluation		Understand the differences and similarities between usability and user experience	
					Be able to gather and use different types of evaluation data	Evaluation definition	understand evaluation and its purpose	
							Integrate evaluation into the project life cycle	
							Use evaluation data strategically	
						Corporate feedback	Gather corporate feedback	External feedback (e.g., call centers, after-sales service, service engineers, Help hotline)
							Organise feedback processes	Feedback from internal business units (e.g., training centers, trainers, after-sales service, service engineers)
								Systematic evaluation of feedback (e.g., customers')

# Next steps

- Draft finished by September: major milestone
- Quality assessment commencing now
  - Gathering feedback on:
    - level of detail
    - missing subjects or sub-subjects
    - overlapping subjects
  - Adapting based on feedback from silent partners
- Next on-site meeting in September 2012
- Dissemination activities

