



University of New Haven

TAGLIATELA COLLEGE OF ENGINEERING

PITCH - Project to Integrate Technical Communication Habits

Your Roadmap of PITCH Outcomes for Chemical Engineering



How does PITCH work for you?

With support from the Davis Educational Foundation, the University of New Haven has launched PITCH (Project to Integrate Technical Communication Habits). PITCH is designed to improve the technical communications skills of engineering graduates. According to TCoE Dean Ronald Harichandran, "Employers want engineering graduates to display the ability to clearly communicate; good communications skills will give our graduates an advantage in the marketplace." Unlike many such programs elsewhere, communication skills training at TCoE occurs in regular engineering courses.

- ▶ PITCH faculty developed a comprehensive set of outcomes based on surveys of both engineering faculty and TCoE alumni and employers. These surveys measured not only which technical communication products are critical in the profession, but also which technical communication behaviors are likely to drive success.
- ▶ Communication assignments are based on engineering content and designed to have students achieve outcomes in a developmental progression throughout their programs.

Here is a "ROADMAP" of that progression for your program.

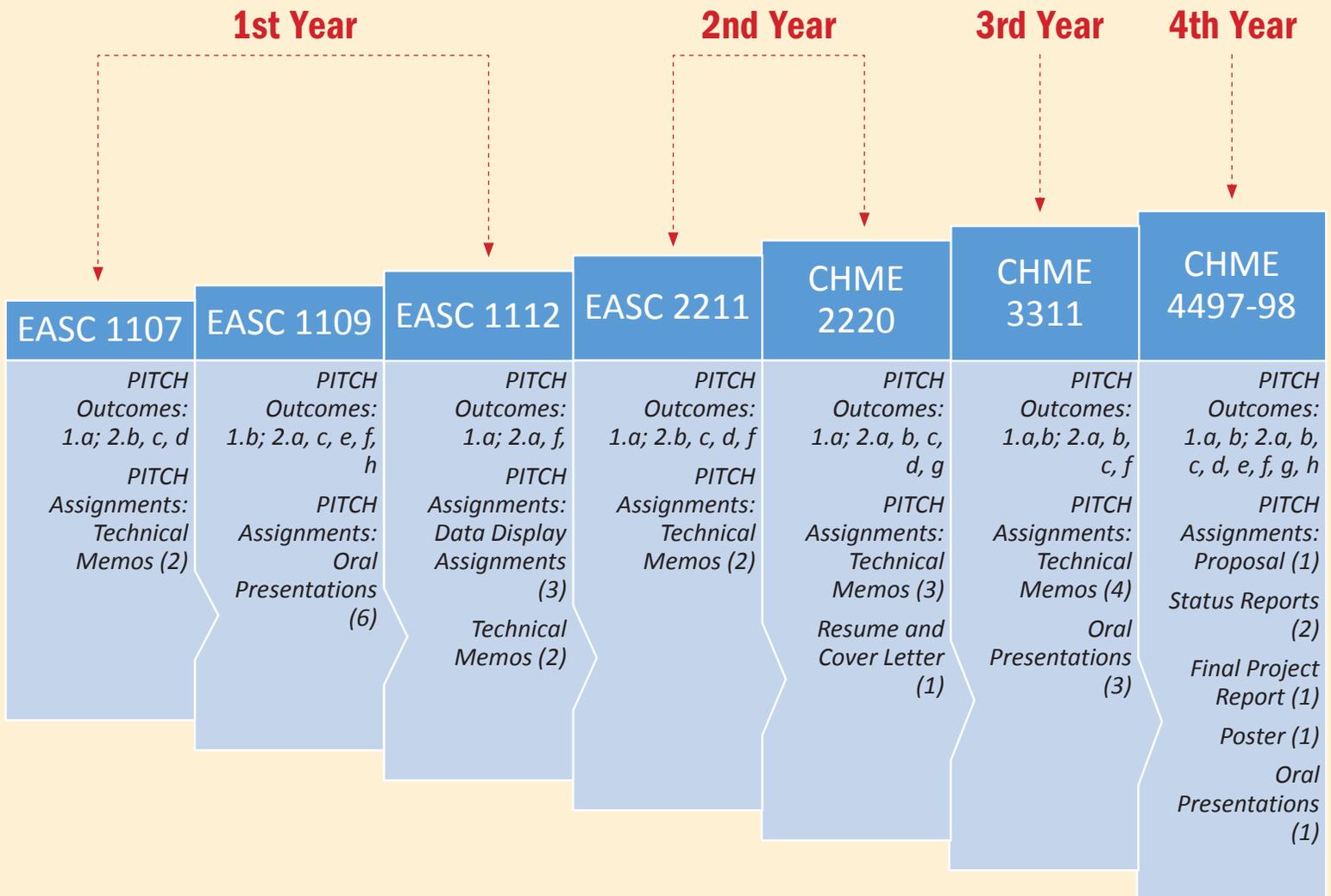
1. Technical Communication Products:

- Plan, design and produce letters, technical memoranda, short reports, formal e-mails, reports documenting experimental or simulation methods and results, and formal reports (proposals, analyses, progress reports, senior design documents);
- Plan, prepare and deliver oral presentations and poster displays.

2. Technical Communication Habits:

- Use appropriate format and content;
- Exhibit clear, precise and logical expression;
- Demonstrate appropriate organization, level of detail, style and tone for a given audience, situation and purpose;
- Demonstrate appropriate syntax and correct usage of grammar and spelling;
- Highlight or identify critical information;
- Present, discuss, and summarize data accurately and persuasively;
- Write thoughtful and persuasive conclusions and recommendations;
- Work effectively to produce multi-author communications.

A Roadmap of PITCH Outcomes & Assignments for Chemical Engineering



By the time you work through the sequence of PITCH courses in Chemical Engineering, you will have completed 32 assignments. These assignments are designed not only to increase your engineering knowledge, but to provide you with the communication skills that alumni and employers tell us you will need to succeed as a working engineer.