

# **Scripps Howard School Establishes Firm Foundation for Students with New Software**

**By Kristan McCann**

The Scripps Howard School of Journalism and Communications has a reputation for offering more than a typical curriculum. With Final Cut Pro training and media sales seminars, these Hampton University students can separate themselves from the average undergrad communications majors.

The Electronic Grammar Usage Mechanics Proficiency Program (EGUMPP), an online software program, is being used in the school as a part of a pilot program to determine whether it will help students significantly improve their English language skills.

“EGUMPP is going to take (the school) to a whole new level,” said Kevin McCoog, EGUMPP’s director of sales. “Its goal is to make students totally fluent with the English language.”

According to the company’s web site, EGUMPP is “a computerized learning system that includes lesson objectives, learning matter, audio tutorials, lesson reinforcers, online flashcards, graded tests, module mastery tests, and a complete grading system.”

Professor Will Sutton is taking the first steps in getting EGUMPP at the Scripps Howard School. His JAC-110 students will be the first classes to use the program. In addition, Sutton, who is the director of the Academy of Writing Excellence (AWE), will use EGUMPP to sharpen the skills of his student writers, a group of broadcast journalism, print journalism and public relations majors who apply and compete to get into the optional program focused on significantly improving writing skills.

The four-module EGUMPP software has a retail price of \$495 and an academic price of \$189. Sutton negotiated a special, one-time price for his JAC-110 students -- \$50, less than most college textbooks.